JOHN BULL, OCTOBER 26, 1935

TWOPENCE.
Vol. LVIII.
1532.

IN THE LAND OF BROKEN LIVES SEE PAGES 24 & 25

JOHN BULL

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Because

Bovril is the concentrated goodness of Prime lean Beef, prepared under the strictest hygienic conditions and scientific control.

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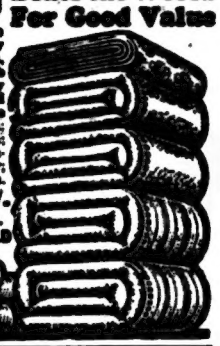

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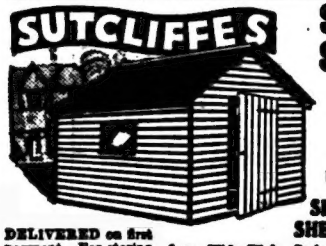

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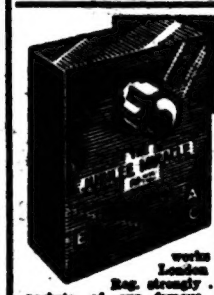

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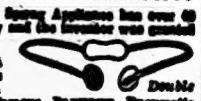

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The New Light Weight Pallant only weighs a few ounces and is the most satisfactory Truss on the market. Fitted with the famous Resilient Pneumatic Pads, it holds gently but firmly, giving comfort and security hitherto unknown. NO HIP PRESSURE, NO UNDER-STRAPS. LIGHT AS A FEATHER! Test for 7 days before payment. Approved sanitas sent to cover the whole amount. Write or call and ask for particulars of

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Modern Short Lengths or usual Long Clothes. 75 MAGNIFICENT GARMENTS (for Winter or Summer Baby). Silk and Wool Shawl, Bath Robes, Lawn or Winsey Day Gowns, Utility, Plain, or Winsey Nighties, Best Wool Vests, Hand-Flannels, Hand-Knit Woollies, Mat. Coats, Binders, Flannelette Belly Bands, Pilch Pants, Nightie, Bibs, Sunbonnet, Shoes, Socks, Mittens, Flannelette Sheets, Shawls, Bootees, Hats, Veils, Gloves, Flannelette Blankets, Eiderdown, Cot Blankets, Pram Rugs, Pram Cover, Pram Apron, Carry-Cot Shawl, Feeding Bottle, Teats, Dummy, Powder Puff, Hair Brush, Comb, Sponge, Flannel, Soap, Talcum, Baby Book, Safety Pins, Tapes, Needles, Thread, Scissors, Thimble, Pins, Bodkin, Rubber Sheeting, Nursery Outfit, Bath Thermometer, Baby Scales, Baby Bath, Cot, Mattress, Pram, Carry-Cot, Pram Hood, Pram Screen, Pram Harness, Pram Sunshade, Pram Mattress, Pram Pillow, Pram Cushion, Pram Rug

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The real Professional Tremolo-Tuned Mouth Organ as used in the famous Harmonica Bands of the Continent. Full size, 80 reeds, double-sided, in two keys, enabling player to obtain varied and beautiful effects. May be carried in the pocket, yet as satisfactory for ordinary song and dance entertainments as a massive Italian piano accordion. A good Harmonica player is a welcome guest. The jolliest music is obtained by a beginner in an hour or two. No study, no long practice, popular melodies just leap out of the Harmonica—the simplest, and one of the sweetest instruments in the world. A fair player can make friends, a good player can make a living.

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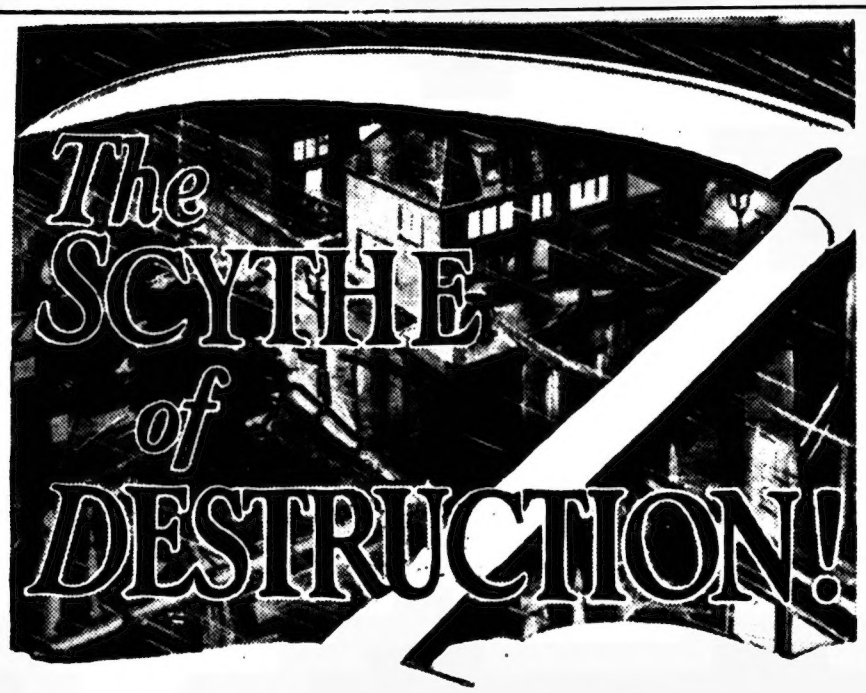

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To (Name of Newsagent) .....

Address .....

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Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature .....

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PLEASE WRITE CLEARLY.
J.B. 26/10/35

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Post this Form to
"John Bull" Registration Department, 128, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

.....
Reader's Signature

Age.....

Address .....

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Name and Address of Newsagent. .....

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Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return.
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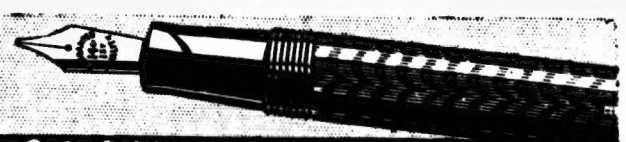

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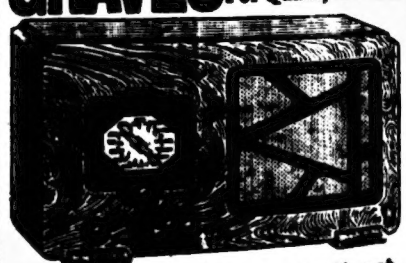

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Mr. J. W. M., Lower Gornal, writes:—'The Wireless Set is better than I expected. I have given it a good testing, and am more than pleased with results. I say it is more than you claim it to be.'

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Mr. E. C. of Walsall, writes:—'I should like to testify to the excellent service your 'Vulcan' Set has given us since 1931, and it is still holding its own. No praise is too high for your goods, and I am always pleased to say, 'It's from Graves of Sheffield'.'

Mr. T. A. of Sunderland, writes:—'It is a splendid Set and worth every half-penny of the money. The results are magnificent, and people who have heard it voice the same opinion.'

WRITE FOR CATALOGUE and full specification of this and other Sets for Batteries or Mains, including Super Heterodyne. Also Gramophones and Radio Cabinets.

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You feel *grand* after taking Feen-a-mint, for by abolishing constipation and completely banishing clogging waste matter, Feen-a-mint tunes you to the very peak of condition. Because you chew Feen-a-mint, its action is thorough but so natural that you get *no* griping or other unpleasant after-effects, and most important, it is non-habit-forming. Feen-a-mint has a fresh mint flavour which makes it a favourite with the whole family. Remember, doctors advise Feen-a-mint, the only chewing laxative.

Get a 1/3 packet of Feen-a-mint from your chemist to-day, or for a FREE SAMPLE send your name and address and 1½d. in stamps (to cover postage) to White's Laboratories, Ltd. (Dept. L8), 36, Thames House, Westminster, S.W.1.

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cured by Macleans Rub.

If you know the tortures of Sciatica have you tried Macleans Brand Rheumatic Rub! The great firm of Macleans have discovered a wonderful new Rub, non-irritating, non-greasy, which actually penetrates the skin and subcutaneous tissues and dissolves away the agonising uric acid crystals from muscles and nerve sheaths. It brings almost instant relief where all else has failed. For your own sake get a tube of Macleans Rheumatic Rub to-day. It is bound to do you good, bound to bring you rapid relief and permanent ease. At all chemists, 1/3, or 2/- for a very large tube. Money back if not satisfied.

Mr. Shopkeeper, have you yet entered "John Bull's" Great Contest?

Record Must-be-Won First Prize

£1,000 FOR A WINDOW DISPLAY!

ONE THOUSAND POUNDS for a window display! That is the colossal prize—the largest award of its kind ever made—that you are given the opportunity of winning in the Great National Window Display Contest launched by "John Bull," pioneer of Window Display Contests. Besides this world's record First Prize there are over one thousand cash and other awards waiting to be won.

These include a Second Prize of £100, a Third Prize of £50, Five Prizes of Five Guineas each, and Fifty Prizes of One Guinea each. Gold, Silver and Bronze Medals will be awarded to the dressers of the first, second and third winning displays respectively.

NO ENTRANCE FEE

There is no entrance fee, no irksome restrictions, absolutely nothing to pay. All you are asked to do is to first send the Form below for your Contest Entry Outfit, then select any single product advertised in "John Bull" at any time between October 1st and December 31st, 1935, and make a special display of that product in your window. Your display must remain in position for not less than one week between the dates mentioned. You then send in a photograph of your display to "John Bull," together with the Entry Label that is included with your Contest Outfit. **That is all! The contest is simplicity itself.** Every competitor starts on equal terms. No lavish display is necessary. A simple idea may win you a fortune.

WHETHER YOUR SHOP IS LARGE OR SMALL

No matter how large or small your window, you have as good an opportunity of winning that mammoth £1,000 First Prize as any other competitor. **You cannot fail to benefit by entering this great National Contest.** During the period of the Contest—October 1st to December 31st—the attention of millions of customers will be focused on the shops that make "John Bull" Window Displays. Besides the opportunity to win a gigantic prize, this "John Bull" Window Display Campaign brings you the certainty of splendid publicity and extra sales. Someone MUST win that £1,000. Why shouldn't it be YOU? If you have not already sent an application, post the Form below NOW.

Send this Application Form AT ONCE.

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To THE MANAGER, "John Bull," National Window Display Contest, 68, Long Acre, London, W.C.2.

Please enter my name as a competitor in "JOHN BULL'S" National Window Display Contest and send me by return FREE ENTRY OUTFIT containing "John Bull" Window Bills and Entry Label enabling me to compete immediately. I have not previously applied.

Name .....

Full Title and Address of Shop.....

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Nature of Business..... Date.....

Post in unsealed envelope bearing ½d. stamp. J.B. 25 10 35.

"John Bull" Guarantee.

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee:—All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked—In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull" and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED, Proprietors of "John Bull."

For SERVICE, SAFETY *and* KITCHEN ECONOMY

DIAMOND UTENSILS are made by craftsmen from the finest British materials. Heavy gauge, strong handles, sound designs, beautifully finished—Diamond Ware is best from every point of view and cheapest in the long run.

FOR ELECTRIC COOKING Diamond HOTPLATE Ware saves current and gives best results. The MACHINED flat base absorbs maximum heat thus reducing electricity bills.

SAUCEPAN, stout gauge, cut edge, steel handle, 1 to 16 pints. From 1/11.

STEAMER, to fit various sizes of pans, strong handles firmly fixed. From 3/6.

KETTLE. Rapid boiling model, safety pouring spout. From 3/3.

TEAPOT. Faceted design, Bakelite handle. Clean pouring. From 5/-

PIE DISH. Seamless and very thick metal. Cannot chip. From 11½d.

PERCOLATOR. Detachable interior, Bakelite handle. From 4/3.

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TO HELP YOU WIN A SLOGAN PRIZE.
(1) Look out for DIAMOND WINDOW Displays.
(2) Ask your dealer for slogan entry form.
(3) Also ask (or send P.C. to manufacturers) for FREE BOOKLET "MODERN COOKING."

THE LONDON ALUMINIUM CO. LTD. A.D. Dept., WITTON, BIRMINGHAM, 6.

Husky Throats

Quickly and pleasantly relieved with VICK LOZENGES 6d

DELIGHTFUL TO THE TASTE

A.G. makes good smokes better

Your tobacco is good, but enjoy it at its best—rolled in A.G. You'll get all the fine flavour, unspoilt by chemicals or paper taste, if you use this *thinner*, pure paper. You'll get longer smokes too—and cooler—because A.G. doesn't fizzle away. Make sure it's A.G. and get the packet you prefer.

Fits all machines and gives best results.

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Get a packet now and compare the new BLACK CAT quality and value with that of any other 10 for 4d. cigarette. Each packet of the new BLACK CAT cigarettes contains a coloured picture of a famous footballer.

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JOHN BULL

THURSDAY

For week ending Saturday, October 26, 1935. Two-pence. Registered at the G.P.O. as a Newspaper. Postage: Inland and Canada, ½d.; all other parts of the world, 1½d.

25, Long Acre, London, W.C.2.

Telephone: Temple Bar 2468.

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Without Fear or Favour

General Election —A WARNING

ANOTHER General Election is upon us. And even before the actual date was fixed the question was being heard on every other pair of lips:

"I wonder what the last-minute stunt will be this time."

The reference, of course, is to the notorious devices which in some recent General Elections have been used right on the eve of the poll to distract electors from the real, big issues and stampede them into what may be described as a "security vote" by the suggestion that great danger confronts them.

In other words, the practice has sprung up of deliberately creating a panic among the electorate at the very last moment. Apparently this is now accepted even by the electorate itself as a normal procedure. Hence the question we have quoted above.

We cannot too much deplore that this should be the case — that people should speak with a certain amused tolerance of the use of sensational tricks at General Elections where grave issues are at stake.

Surely the right attitude to adopt is not to wonder with a titillating interest what is going to be the game this time, but to say outright: "We want no more of these scares; we will not tolerate them. And whatever Party attempts to panic us does so at its peril."

After all, it should not be forgotten that Democracy, and its chief weapon the ballot-box, are still on trial before the world. The great dictatorships of Germany, Russia and Italy challenge our parliamentary system as a thing of the past, useless to cope with modern social and political problems.

Even in Britain, France and America, the three great democratic nations, there are to be found many voices insisting that the day of democratic government is over—that the voice of the people as heard from the ballot-box should be silenced by the roaring orders of a dictator.

There mustn't be an election bogy and a scare vote this time!

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Nothing is more likely to strengthen their arguments than the spectacle of a democracy such as ours being driven like sheep to the ballot-boxes before the wind of foolish panic.

Nothing is more likely to win adherents to the idea that democracy is doomed than the sight of vast masses of men and women being stampeded in a single night out of their sanity by some transparent trick of an unscrupulous gang of politicians.

It is just in that way that democracy brings contempt upon itself. And that is why we are very anxious that there shall be no repetition at the coming General Election of such panics as were engineered in the elections of 1924 and 1931.

Let us recall briefly what happened on those occasions. We hope it will serve as a warning to the electors of Great Britain in a few weeks' time.

The famous Zinoviev letter, which purported to show that the Russians were hatching a diabolical plot to spread civil and military insurrection in this country, was sprung upon voters a day or two before they went to the polls in the "Red Bogy" election of 1924.

It was the last-minute dodge to stampede them, and its issue was so well timed that it was impossible to disprove the letter's authenticity before the polls.

Indeed, the late Lord Birkenhead, himself a leading member of the Party which that stunt swept into power, afterwards confessed that he had seen no fewer than four Zinoviev letters.

But the bogy of the wicked Russian plotters (now, by the way, our staunchest Sanctions supporters at Geneva) worked the trick, and dictated to millions of voters where they should put the cross on their ballot papers.

It resulted in the first Labour Government being routed at the polls, not on any vital issue, but because of a contemptible political device.

Same with the "Economy Crisis" election of 1931—only this time it was the Savings Bank canard that did the mischief!

The panic it created began with the story—that the Labour Government had borrowed money for unemployment funds from the Post Office Savings Bank, but that such borrowings were the practice of all Governments was carefully concealed.

Hence, within a few hours, the country was shocked into believing that if the Labour Government were returned to office the savings of the people would be seized, and those with war, widows' and old age pensions would find themselves destitute.

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Moreover, pound notes, we were told, would be worth only pennies in no time, and the country would be too poor to pay for the food from abroad which kept it from starvation.

What was the nation's gain from that trumped-up panic of a few days?

A Government returned to rule over our destinies for four years—with a record majority largely composed of nonentities who never even expected to find themselves in Parliament—minus a strong and effective Opposition!

Let the electorate remember these lessons when it goes to the polling booths next month, for we can assure it that nothing is more likely than that partisan scaremongers will attempt to produce from the bag of election tricks some such last-moment bogy as the Zinoviev letter and the Post Office Savings lie.

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What guise the bogy will take this time we can't prophesy. The thing to do is to be prepared against whatever is sprung on us; so that, for instance, some accident to a British battleship in the Mediterranean, or an "incident" on the Libyan frontier of Egypt, will not have the effect of stampeding the nation into the stony bosom of the Big Armaments gang.

Against such a perilous eventuality we warn the electorate in good time.

We do so because there never was a more critical hour of trial than the present for Democracy, as expressed by the fair use of the ballot-box; nor for the future of this country at a moment when its Fleet, in the interests of peace and the League of Nations, patrols the waters of the Mediterranean.

That is why we say to you voters in the coming election: *Keep your heads this time.*

We believe you will.

STRAIGHT FROM THE SHOULDER . . .

City With a Load of Charity

Domestic Courts at Last?

A Nice Little Radio Racket

FROM the city of Salford comes a story of kindness and sympathy that should impress the whole country.

It is a story with many heroes, the principal being Robert McAlinden, four-year-old son of a workless man, who is more popular in the poor district where he lives than is any child film star.

"Little Bobby Mac" is a cheerful fellow, singing and chattering all day long, though the world has suddenly become dark to him.

In the blackness

Four months ago he contracted meningitis. His sight was affected; one eye was removed in hospital. Now he is blind in the other eye—and more cheery than ever.

Sometimes, though, he asks his careworn mother to light the gas, and she has to tell him that it is already lit.

Where he was once popular, he is now an idol—and that is how the many other heroes of the story make their appearance.

Sacrifices

The neighbours and many friends are determined that Bobby shall not remain sightless if any human agency can prevent it. They refuse to believe that the last word of the surgeons has been spoken.

Unemployed families are going without meals, children no older than Bobby are contributing their weekly halfpennies, local hotels are giving concerts to raise money so that all the resources of medical science shall be available to this blind boy.

A committee has been formed which aims at securing £1,000, should that be necessary, to obtain the advice and treatment of the country's most eminent eye specialists.

Wonderful efforts

We need not emphasise the great sacrifices which such sympathisers are having to make. Women and children alone are subscribing thirty shillings a week, and that—to dwellers in the poverty-ridden streets of Salford—is an appreciable amount.

Meanwhile, young Bobby vows that he is "going to be better," and we hope he is.

Will they help?

Now, we know that some of the most distinguished eye surgeons in the country have willingly given their services free to persons who could not afford the high fees they justly command.

We hope they will come forward to help Bobby McAlinden.

We have told his story not because his plight is any worse than that of many other blind boys, but because the astonishing amount of practical sympathy it has evoked is a happy reminder that the milk of human kindness still flows very freely in these hard days.

"Little Bobby Mac" with two members of the committee that hopes to get his sight restored.

Domestic courts coming?

Forecasts of the Social Services Committee's report, expected in December, indicate a decided victory for JOHN BULL.

The report is anticipated to recommend that domestic courts should be set up as adjuncts to police courts in every large town—the proposal we made many years ago and have constantly repeated.

The experimental courts established by Mr. Claud Mullins in London and the Sunderland magistrates have proved beyond doubt how often matrimonial unhappiness can be ended by sympathetic advisers.

Suppressing names

It is also expected that the names of couples who bring their domestic difficulties before the courts will be suppressed, and that not more than three magistrates—one of whom at least must be married—will be allowed to attend the hearings.

That should afford reasonable privacy to the parties concerned.

It will be the best reform carried out in our courts in recent times.

Baby's straw bed

A Welsh member of the Personal Service League tells the story of a man so poor that he could afford only a pennyworth of straw for his baby's bed.

From the same speaker comes the tale of a man who couldn't go out while his son, a scholarship winner, went to school, for father and son had only one pair of boots (size ten) between them.

A Wigan woman reveals that the League depot in her town opens its doors each week when crowds are flocking to football matches, this being the best time to help men who don't want their neighbours to see how poor they really are.

Not enough

Well, the Personal Service League—like many other private bodies—is doing fine work. But poverty will never be abolished by the provision of charity, nor will all the deserving be aided.

That can be done only by the State.

Backward genius

More unusual is the tale unfolded by Mr. A. H. Whipple, Nottingham's director of education.

It concerns a thirteen-year-old boy now at a mental deficiency centre, previously at a school for the dull and backward. Yet he is able to calculate long sums in his head with lightning rapidity, though he cannot work them out on paper.

It has often been asserted that people of genius are a little mad. It is something new to learn that a calculating genius can be "dull and backward."

Tall story

Decidedly odd, too, is a medical man's statement that long-legged people are more likely to commit suicide than those with short legs. For, it is said, they are apt to be depressed and act on impulse.

Let us hope they won't get still further depressed because of this melancholy and morbid jeremiad. There are exceptions to every rule, and the experts may be as wrong about it as they have been about other little things in the past.

The surgeon's knife

Something more drastic than words is needed to check the mania of school medical officers for taking out children's tonsils.

The Board of Education has again told them that only in complicated cases should they operate, or where it is clear that medical treatment will not bring about a cure.

Last year more than 70,000 children were operated upon. We wish we could believe that an official scolding will result in a drastic reduction in this appalling number.

Reviving the mines

We have only one regret in reading of the huge oil-from-coal plant that has just been opened at Billingham-on-Tees. We regret that there are no plans for establishing such factories in every mining centre.

The cost would be enormous—but no greater than the cost to the nation of the stoppage which led to the General Strike. And it would bring prosperity back to Britain's greatest industry and therefore to us all.

Generous

We like the generous spirit of the York Unemployed Companions' Club. Its members are going to build a school nursery for the use of youngsters in congested areas of the city.

It may be argued that this is labour which the State should undertake in every town, but that cannot detract from the magnanimity of those superlatively Good Companions of York.

Taking a risk

And, since everybody admires the man who meets adversity with a firm jaw, we should all wish good luck to the 250 miners thrown out of work by the closing of a Berwick-on-Tweed colliery, which they plan to buy and work themselves.

Some intend to put their life savings towards the £2,000 purchase price.

A risky experiment, perhaps, but a fine one. And what miner is afraid of a risk, anyway?

What's in a name?

We also like the cheeky example of the young couple from Skin Row, Gainsborough, who gave their address as "Wall Street" to the registrar who married them.

They were proud of the fact that it had been rebuilt under a slum-clearance order; now the local authority may adopt the more opulent name as a result!

There are many Gas Works Lanes and Dyke Rows and similar monstrosities up and down the country. Why not a slum *names* clearance order?

The Fragrant Minute

BRIDGES

A JOHN BULL reader has this to say: "When Waterloo Bridge is changed one day, let its name be changed—King's Bridge would be a very good name—I think," writes he. "From the wars of the past let's get away; we would be friends, not foes, to-day, and why perpetuate wars, I say?" Thus a "John Bull" reader has written to me.

Them's my sentiments, I reply! The spirit of war will never die until we cease from commemorating all acts inspired by greed and hating.

A bridge is such a noble thing; to it a beauteous name should cling. Its splendid purpose to span a gulf twixt man and brother man; to arbitrate; to compromise;—therefore a bridge is firm and wise. So let each bridge go down to fame, bearing a lovely, noble name.

Wilhelmina Stitch.

"John Bull" Copyright.

Wilhelmina Stitch will always be very pleased to hear from JOHN BULL readers. Address letters to her c/o The Editor, JOHN BULL.

Teaching her

But we most emphatically dislike the cheek of the peer's granddaughter who has been fined £155 at Croydon for attempting to evade Customs duty on articles she had brought from Paris.

It is said that she was returning from the Continent after "finishing her education."

Evidently she has still much to learn.

Lights of safety

Darker nights—greater danger for youngsters whose only playground is the street when schools are closed!

But the L.C.C. hopes to cheat traffic wheels by floodlighting the playgrounds at certain schools and leaving them in the children's possession until bedtime.

If the experiment is successful (and we think it should be), the same action will be taken in all London areas. And, we hope, in every town.

One man, one job

But we expect there will be criticism of Liverpool Labour Party for deciding that no man can be a local councillor and an M.P. and do both jobs well.

Surely, while the demand for public-spirited people does not exceed the supply, it is better for a man to devote himself to a single post—especially with Liverpool so many miles from Westminster.

Free radio

Wireless dealers throughout the country are being victimised by persons who obtain sets on trial for a lengthy period merely to enjoy free radio at the shopkeepers' expense.

After two or three sets have been "tried" and returned to one dealer, the tricksters go to another shop, so that in a big town a mean-minded family can enjoy free radio for six to twelve months, sometimes longer.

Why not ask prospective customers to pay a deposit on sets they borrow?

No remedy

Walter Birch, a Watford ex-soldier, is still a victim of official caprice. As we told last February, he receives a pension of only 8s. a week, though certified to be totally unfit for work, since he is suffering from epileptic hysteria and neurasthenia.

Following our article, the Ex-Services Welfare Society did its utmost to secure an adequate pension for him. Its efforts, so successful in many cases, have been in vain. And so one of the most flagrant cases of injustice ever brought to our notice remains unremedied.

Land nobody wants

Another thing that angers us is the plight of a man haled into Bungay County Court for non-payment of tithe.

He complains that the land is waterlogged and no tenant will take it over even rent free. He has even offered it rent free for two years to Queen Anne's Bounty, which apparently prefers to sue him for tithe.

We are often assured that the Bounty is lenient in hard cases. This is an obvious occasion for the display of its vaunted generosity.

Those clubs

We shall soon be entering the season of disappearing club funds and disappearing club officials. In most cases the members fail to organise their concerns on businesslike lines.

Now is the time to have a surprise audit of the books and banking accounts to prevent further loss of money if a dishonest official is in charge.

On the other hand, a well-ordered club should be glad of members examining the finances to prove that its business is efficiently conducted.

THE Sanctions Profiteer

ALREADY the profiteers in Britain are taking advantage of the sanctions that are to be applied to Italy by this country in common with the other nations that have stood by the League.

The profiteer to-day is banking on the fact that the man-in-the-street has little or no idea of what sanctions mean to him personally—especially to his pocket.

Therefore the word is being used to cover a multitude of sins. If some commodity suddenly appears in the shop at a dearer price the housewife is blandly informed "It is owing to the sanctions."

Similarly in various industrial areas selfish employers are using the word as a pretext for so-called economies in the staff organisation of their factories or workshops.

In a number of cases, particularly where non-union labour is available to them, employers, who would be completely unaffected by an economic boycott of Italy, have gone so far as to enforce wages reductions on the spurious plea that a general depression of trade has set in or is inevitable in consequence of Britain's adherence to the Covenant.

Both the profiteer and the unscrupulous employer would quickly find their activities checked if the public was fully aware of the implications of sanctions and their repercussions on Britain.

For two weeks the man-in-the-street has read daily that the representative of Great Britain at Geneva has taken the initiative in proposing the enforcement of this or that sanction against Italy.

He can be pardonably excused, therefore, if he has formed the belief that Britain must be unduly affected by sanctions because of the foremost part this country has played in seeking to have them imposed.

Britain speaks and proposes first at Geneva not on account of the contribution which this country can make to sanctions, but because we happen to be still the natural and traditional leader in world affairs.

But the truth is that the real interest of Britain in any embargo on goods supplied to or by Italy is, indeed, a very small one.

At the maximum volume of trade, Italy does not buy from or sell to this country more than 2 per cent. of our total turnover. A complete cessation of trade between Italy and Britain would not upset our trade balance by a single shilling because Italian exports and imports have always been equally matched at an average of about £9,000,000 each.

For this reason alone, any attempts to inflate prices to the public and to influence the conditions of labour have to be exposed as an atrocious ramp.

Britain's imports are certainly large—but not from Italy

GREAT play has been made by the anti-sanctionists with a suggestion that an Italian trade boycott must produce extensive unemployment in Britain. This is sheer misrepresentation. Unemployment there will be to a limited extent, but it will not be an effect of the sanctions.

Whatever measure of unemployment is caused by the stoppage of exports from Britain would have occurred without a single sanction ever being imposed. Trade with Italy has become completely impossible. She is in default to Britain this year already to the extent of about £5,000,000, and for months past it has been known that Signor Mussolini does not intend to pay a penny of his commercial debts to Britain while his war enterprise is in progress.

Italy had been approaching a financial crisis which impelled British bankers and manufacturers to curtail her credits long before the first shot was fired in Abyssinia and, now that Mussolini is using all his foreign exchange for the purchase of war materials, there is nothing available for the discharge of normal trade debts to this country. The City, in fact, has been awaiting daily the announcement from Rome of a moratorium.

So far as Britain is concerned, therefore, sanctions can produce no other trade effects than those that already exist or were bound to occur immediately without sanctions.

Misrepresentation of the situation has been particularly bad in the South Wales and Scottish coalfields, which in the past have provided Italy with almost two-fifths of her total coal and coke supply to an annual value of more than £4,000,000. The miners in these districts have been told that the unemployment caused by the stoppage of this trade is their sacrifice on behalf of the black people of Abyssinia.

This is entirely false. Sanctions or the threat of them have had nothing to do with the closing down of the coal-mines in Britain from which Italy obtained her fuel. No more coal could be shipped to Italy simply because that country will not pay for the great quantity of coal she has already imported this year.

The position is the same in Yorkshire. Italy buys from Bradford about £1,700,000 of wool and woollen goods annually, but it is not the prospect of sanctions which has brought about proportionate unemployment and short-time in the mills. The wool trade with Italy had petered out, because of non-payment, even before sanctions were ever discussed at Geneva.

In none of the other British industries affected to a lesser extent by the rupture of Italian trade—cotton, iron and steel, machinery, hides and skins and hemp—have sanctions been responsible for increase of unemployment. The manufacturers just could not afford to continue giving away their goods for nothing.

THE housewife is proving the easiest victim of the profiteers who are exploiting the stoppage of imports to Britain from Italy.

The ramp began with an increase in the price of cheese.

The average consumption of Gorgonzola and other Italian cheeses is not more than 7d. per home per annum in Britain. Notwithstanding this fact, the producers and retailers of home-made cheese and the importers of foreign brands are using the blessed word "sanctions" as an excuse to raise their prices to the consumers. This is particularly scandalous because the cheese manufacturers are obtaining milk in plenty from the farmers at a price far below the cost of production.

The price of lemons has doubled. This would be understandable if Italy was still the main source of supply, but the lemon growers of South Africa and California have been quick to take advantage of the recent curtailment of deliveries from Italy. It is not the producers in these countries, however, who are getting the benefit of the higher prices being charged to the housewife. It is unscrupulous retailers and middlemen in Britain.

For some strange reason, they have also found it necessary, because of the Italian situation, to force a rise in the costs of many kinds of fruit and foreign vegetables.

This tendency is becoming widespread in other commodities without the slightest justification. Daily the housewife finds that the price of one article or another has been advanced and always the excuse is that it is due to "the Italian situation."

Women shoppers have found in some districts a marked increase in the price of stockings and underwear. It is true that Britain always imported a considerable quantity of silk and artificial silk from Italy, but the home manufacturers have so adjusted things that there is no reason whatever for the extra amount being charged for any kind of clothing.

AN illustration of what is happening generally is to be found in a particularly audacious instance of profiteering in the catering and wine trades.

Again, the reason given to customers for higher prices is "sanctions." But it is completely false. The amount of Italian wine consumed in Britain is only one-sixtieth of the total, and, in any case, there are ample stocks of Italian wines everywhere in the country. For months past wholesale buyers have been laying up large stocks by importing seven times the ordinary quantity of wines from Italy.

Unfortunately, the food, drink and fruit merchants who began this ramp in the name of sanctions are having their methods freely copied in numerous other departments of the retail market.

It will only end with the spread of public knowledge regarding the infinitesimal part which Italy plays in the commercial life of Britain and the very slight real effect of sanctions, as such, upon this country's trade.

MYSTERY MAN of

MILLIONS of people have seen pictures of Ethiopia's barefoot army on kinema screens and in the newspapers since the present conflict in Abyssinia began. To Western eyes, used to the ordered appearance of armed troops, they seem a rabble. There seems something at once comic and pathetic about them—savages in uniform, untutored and forlorn.

And most people have felt on seeing them—or the pictures of them, anyway—" what chance have these men against the trained army of Italy, against tanks, big guns and aeroplanes? "

Well, to answer that we must take a look at the little bearded Emperor who foresaw the present struggle long ago, and knew that patriotism, however fierce and lion-hearted, is a poor armour against all the array of modern weapons.

Sitting in his palace at Addis Ababa he studied armament catalogues and military text-books in the intervals of receiving deputations from his wild, raw-meat-eating chieftains from the mountains of the hinterland and the deserts of the Danakil. And he came to certain definite conclusions.

Waiting

The result is the Abyssinian standing army, a war machine which makes up in capacity and special training for what it lacks in spectacular armaments support.

So far nothing has been heard of it.

It has not yet come into action in those frontier town engagements which have recently taken place. These have been conducted by ordinary tribesmen who, nevertheless, were able to hold up a European army for four days before it succeeded in taking the town of Adowa.

The Abyssinian war machine consists of 60,000 troops trained on lines which suit their temperament and fighting quality, the nature of their country and the conditions under which they would meet a European army.

They are armed with the last word in modern rifles and they know how to use them. They have no tanks or aeroplanes. These weapons would be of little use in the mountainous terrain where this army will elect to fight.

But they have reasonably adequate artillery, including efficient Austrian mountain guns and several batteries of French " 75's." Their appearance on a parade ground might not satisfy a Guards' sergeant-major, but they will be a hard nut for Mussolini's legions to crack.

In the "stand"

The credit for the perfection of Haile Selassie's war machine goes to two men, both foreigners. The first is a Swede—and a soldier. The second is an American—and a financier.

The soldier is General Eric Virgin, once of the Swedish General Staff and military attaché to several legations of the Great Powers.

General Virgin was known as one of the leading European experts on the " forced " training of troops when the Emperor acquired his services just over two years ago. He is a quiet-spoken man of about fifty years of age, subtle-minded and impassive in manner.

But although he may be unmilitary in appearance he has had a vast experience of war and is a renowned authority on the strategy of defence and on attrition tactics in warfare.

Sweden has had no wars in General Virgin's lifetime, but where there was a good war on anywhere he went—usually, of course, in the capacity of staff observer. But in that way he learned a lot, in the East and in Europe, from border punitive expeditions to full-scale conflicts.

He had a grandstand seat at the greatest war of all. For nearly three years he was attached to Ludendorff's staff on the Western Front.

He was a neutral observer, of course, but it can be assumed that as a professional soldier he did not waste his time. At intervals he ranged over other German Staffs in various theatres of the war, including the Near East.

He was with Von Falkenhayn when that general delivered the blow which smashed the Italian army at Caporetto.

According to his published writings, his ideas of strategy are those of the great Marshal Saxe, whose dictum was that the best general was he who never fought battles.

An ideal and successful theory when applied to guerilla war and when the unit is a man and not a battalion, as Lawrence of Arabia proved against the Turks! An opposite idea, too, to the strategy which rules the Italian army and modern Western commanders — the mass attack, " blood bath " ideas of Foch and Clausewitz!

All in all, when little Haile Selassie chose General Virgin as Chief of Staff and head of the Ethiopian army he chose well.

The " wise Virgin " he was once named by the witty secretary of a British Legation in deference to the preparedness he has always displayed, his powers of organisation, and his general readiness of knowledge.

And in his work in Abyssinia he has abundantly lived up to that nickname.

General Virgin, "king" of strategy in warfare, particularly the kind that is being fought in Abyssinia. He has created a fighting machine for the Emperor that experts say will give Mussolini's legions a severe shock when they come to grips

His actual title in Addis Ababa when he took up his post was Political Military Adviser to the Emperor, and his job included not only the creation of training schemes for officers and men of the Ethiopian Army, but also the selection of war material from abroad and the appointment of various foreign military experts as technical instructors.

In addition, he has created the special defence plans which will come into operation as the Italian invasion continues. These are based on the particular quality of his material in troops and weapons, combined with a profound knowledge of the Western strategy which they will be called upon to meet.

He is completely conversant with the methods used by the British Army against Afridi tribesmen in a similar terrain to Abyssinia, and why they have failed or succeeded. And it is well known that the invasion plans of General Bono, the Italian commander, are simply a wholesale copy of the British tactics. When General Virgin first went to Abyssinia he found a small army of about 10,000 strong, who called themselves the Imperial Guard.

They were armed with a weird assortment of weapons, ranging from " jezails " —smooth bore, muzzle-loading guns—to Mauser relics from the South African War and old Lee-Enfields. They had half a dozen old Maxim guns. They had been taught the rudiments of soldiering by volunteer officers from a Belgian Military Mission.

General Virgin's first step was to import some Swedish, German, French and Belgian military experts, and with their help he opened an officers' training school in Addis Ababa, which in eighteen months produced 5,000 officers.

In the same period he raised the main army to 60,000 trained men, who will form the backbone of the defence and act as stiffening to the hundreds of thou-

THE HUMAN MACHINE

Don't be Shocked

NOTHING shows quicker what stuff a man is really made of than his reaction to the unexpected.

Anyone with an ounce of brain should be able to plan to meet a known situation. That is what brains are for. The measure of success of such a plan is a measure of mental ability, of thinking capacity. It is the success with which the unknown and the unexpected is met that is a measure of character.

The unexpected is always a strain: and some promptly break down under that strain. They go into a panic. Some meet an emergency with a fatuous display of pessimism. Others meet it with an equally fatuous display of optimism.

Unreasoning pessimism and baseless optimism are both feeble tools with which to tackle an emergency, though there is certainly an advantage in the latter over the former.

Pessimism, every time and all the time, is simply mental suicide. Optimism, however baseless, has at least a forward look. It does at any rate provide a mental springboard for possible action.

But the real test of character is the ability to meet an emergency as though it were not unexpected at all; to take the unforeseen as all part of the day's work; to refuse to consider a departure from routine as abnormal; to decline to consider a check as a defeat; to laugh at the idea of an obstacle being an impasse.

And the best plan is to go through life expecting the unexpected to happen. To make plans, and to have alternative plans in reserve, is to be halfway towards beating the emergency before ever it happens.

Presence of mind—the secret of playing the man in a crisis—is largely the result of this ability to plan. The man who has several strings to his bow isn't very much upset if one of them snaps.

ABYSSINIA

He Built the War Machine— and Vanished

sands of tribesmen at the advanced fronts.

Next he imported large quantities of modern small weapons and had the army instructed in their use.

Every one of these men is armed with a modern high-velocity rifle, and besides these the army possesses over 400 present-day machine-guns and several Stokes mortar companies. It also has large quantities of automatic rifles and was using the Brenn—the new weapon from the Czech armaments factories—before it was officially adopted by the British Army.

General Virgin, because of his many diplomatic posts, has long-standing connections with the European arms firms, and these connections have, no doubt, stood him in good stead during his modernisation of the Ethiopian forces.

On paper that army and its weapons may seem very poor in number in comparison with the array which Italy has assembled.

But it has to be remembered that they will come into action in the mountain rings beyond Addis Ababa, a country of wild, unclimbable gorges fringed by range after range of natural defences against which heavy armaments and tanks will be useless.

And General Virgin has taken these natural fighters and trained them to tackle Western methods whilst remaining individuals. Each man thinks for himself and not as a platoon. In that country the advantage will be with the single man.

General Virgin's last act a few weeks ago was to appoint brigade and divisional commanders, or "advisers," from the ranks of those foreign technical experts whom he had brought to Addis Ababa as instructors.

They are nearly all Belgians. When hostilities were about to commence these men were recalled by their Government. *But they refused to go home.*

Their chief is a Major Reul, an ex-service officer and a pensioner from the Belgian Army, who for some months had been acting as second-in-command to General Virgin. They are paid £150 a month and are rigged out in uniforms modelled on the British officer's type and purchased from a London store.

A ruse?

In addition to their pay, Haile Selassie, on General Virgin's suggestion, arranged an insurance on each officer's life of 500,000 francs, which goes to his relatives in the event of his death in action

After this step a rather mysterious thing happened. Towards the end of September General Virgin resigned.

The reason officially given was that his resignation was "on doctor's orders and owing to a heart affliction contracted by too long a stay in the high altitudes of Addis Ababa."

On October 1 he left Djibuti on a German vessel ostensibly for "a cruise round Africa." Before he left there was an official "farewell" at the palace at Addis Ababa, when the Emperor made a speech of thanks to him and gave him "many valuable presents."

But since he left Djibuti nothing has been heard of General Virgin.

In Sweden, which has already christened him "Lawrence of Abyssinia," it is frankly asserted that the "resignation" was a ruse to cover some other plan and that General Virgin is on a secret mission for the Emperor. But to where, and to whom, nobody knows. His family in Stockholm absolutely deny having heard from him, and deny that he is coming home.

Before he left Abyssinia, in an interview with the Stockholm *Tidningen*, he paid a striking tribute to the quality of the Abyssinian soldiers he had trained, and indicated that they will have some surprises for Italian troops when they come to grips.

He spoke about their "inherited warrior instinct, which turns them in a surprising way into good soldiers . . . their amazing untaught sense of co-operation has baffled me . . . it is easily on a par with the scientifically calculated European war technique, wherever they may have got it from."

He mentioned the old battle of Adowa, when absolutely untrained men wiped out the flower of the Italian Army. "Nobody can understand how they did it, but we do know that the Abyssinian troops of 'savages' were grouped in such a way that any European general could have been proud of the achievement."

Finally, he attempted to justify himself and his work. In rough translation, extracts from his speech read: "I saw enough of Italian conduct in Eritrea and Somaliland to understand that Signor Mussolini's occupation of Abyssinia would be a fearful tragedy for every free man in the country . . . their policy was to fraternise with natives one day and the next to regain lost respect and power by kicks and blows. . . . I have been called an enemy of the White Race because of the work I have done here. But I, too, have my ideas of how the White Race will best maintain its leading position. Not by opportunism and undue expansion, but by example."

That is the man who has built up what has been described as Abyssinia's Phantom Army.

Just as mysterious as General Virgin is the man who was his co-worker in creating the Ethiopian war machine, an American named Everett Andrew Colson, a lean, hollow-cheeked New Englander who came to Abyssinia in 1930.

Salary unknown

He broke into the news, a few weeks ago, as the man who held secret midnight conferences with Mr. Francis Rickett in the negotiations on the now famous oil concession. And he signed that concession on behalf of the Emperor. But little else is known about him.

Yet he is a financial genius.

In 1930 Haile Selassie decided to find a fiscal adviser, a kind of unofficial Chancellor of the Exchequer. Suspicious of France, Britain, Italy and the other great colonial Powers, the Emperor asked the U.S. Government to supply him with a list of young economists who would be willing to work for him in Addis Ababa.

From that list the Emperor picked Colson, who went out for £2,000 a year and a tin-roofed bungalow adjoining the palace. Nobody knows what he gets to-day.

But it is known that Colson was responsible for the remodelling of Ethiopia's 1,000-year-old taxation system and for ending the tax graft powers of the hordes of Rasees and minor chieftains.

The Emperor now imposes taxes directly on almost all the people, and receives it directly instead of through the various provincial Governors, who always deducted a certain amount to keep up their armies.

The Colson plan provided the sinews of war for Abyssinia. The Emperor now gets the tax money in a lump and he pays the army—one big army instead of scores of lesser armies under feudal rule. And with that money and on that army General Virgin got to work.

Mussolini has furiously resented the "interference of other nations with Italian aims," to quote one of the latest pronouncements hot from Rome. But whatever other nations may do with sanctions, if Mussolini's legions find trouble as they proceed further—as they certainly will do—it will be primarily due to two single representatives of those "other nations"—a Swede and an American

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For strengthening the natural powers of resistance proper nourishment is essential. To ensure this, make 'Ovaltine' the regular daily beverage in your home. It supplies complete and concentrated nourishment in a perfectly balanced and easily digestible form.

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CLARE FINDS *New Key to Married Romance*

AFTER THE PARTY
I COULDN'T KEEP MY EYES OFF JOAN'S HANDS. THEY'RE LOVELY
THINKS!
MINE WERE LOVELY TOO, BEFORE I WAS MARRIED. NO DISHES TO WASH...

JOAN'S SECRET
BUT JOAN, I THOUGHT YOU NEVER HAD TO WASH-UP. HOW DO YOU KEEP YOUR HANDS SO NICE?
IT'S JUST A LITTLE SECRET OF MINE, CLARE

UPSTAIRS IN BEDROOM
OH, IT'S 'VASELINE' JELLY!
JUST SMOOTH A LITTLE ON LAST THING AT NIGHT. IT'S MARVELLOUS FOR KEEPING HANDS SOFT AND WHITE, AND A 4½° JAR LASTS AGES

Also apply "Vaseline" Petroleum Jelly to cuts, burns and abrasions, after first cleansing the injury. Doctors say it is a perfect protection. It shuts out infection. Chesebrough Manufacturing Co. Cons'd., Victoria Road, Willesden, N.W.10.

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JOHN BULL'S *Open Letter to* Mr. Geoffrey Shakespeare (*Parliamentary Secretary to the Ministry of Health*)

DEAR MR. SHAKESPEARE,—Let me begin by reminding you of a statement once made by your famous namesake: "The flighty purpose never is o'ertook, unless the deed go with it."

The "flighty purpose" which was the burden of your discourse the other night at the joint banquet of the Surveyors Institute and the Federation of Building Trades Employers is the extinction of the jerry-builder.

You told that gathering that "the unparalleled output of new houses by private enterprise last year had brought in its train—the problem of the jerry-builder."

So far, so good. That remark was at least an advance on previous utterances by spokesmen of your Ministry. I seem to remember that when, early this year, I carried my campaign against the jerry-builder into the Lords and the Commons, your Ministry doubted whether any such problem existed.

But now, having made the admission, you went on, typically, to give your hosts the comforting assurance that it "was not a general problem or even widespread."

You added, as a proof of that belief, that "when complaints were made in Parliament last year and a weekly paper made an attack on the jerry-builder, we asked for evidence and received only *a few dozen instances.*"

That, my dear Mr. Shakespeare, is no proof at all.

I instigated those attacks and I supplied those "few dozen instances." They were a few dozen because I expressly designed the dossier so as to give you one instance each of a few dozen different samples of jerry-building, and from as many areas of the country as possible. If you wanted general cases I could have given you a few hundreds. With very little trouble I could give you a few thousands.

But I won't be too hard on you, because in further points in your speech you admit the truth now of charge after charge which I made in my campaign.

Now Even YOU Know JERRY!

For instance, you agree now that the building by-laws leave something to be desired, that "some local authorities could, no doubt, improve their methods of supervision." And that "however good this supervision was likely to be, the jerry-builder was likely to escape the net."

A year ago, one would have gathered from the speeches of your Ministry that the building by-laws had been made in heaven and not on earth. They were sacrosanct, perfect, omnipotent.

And then you announce the launching of a new scheme, the entire outline of which I suggested, and demanded, in my article on JOHN BULL'S standard house. This scheme, which has now been worked out by the two bodies who were your hosts at the dinner, provides for a national register of reputable builders. There are to be standard specifications both as to construction and materials for all types of house. Builders who comply can go on the register and their houses will be "couponed" to show the prospective purchaser that they have been built in accordance with these new standards. Each certified house will carry a guarantee that if structural defects appear within a minimum of six months, then the builder will repair free of cost.

All my readers will recall that this new scheme was an integral part of my whole campaign and was stated in precisely those terms. I am gratified beyond words to see it come to pass.

But still, my dear Mr. Shakespeare, I have a complaint—and it is a big one. Your Ministry is merely "passing the buck."

You make the wholesale admission now that the existing administration of the building by-laws cannot insist on adequate standards—is helpless to see that every house buyer gets a square deal.

"It is impossible," you say, "for local authorities' experts to supervise building at every stage owing to the multiplicity of materials being used. Such a duty would impose an insupportable burden upon them." I agree—and I have said it before.

But why should you throw the weight of responsibility for the creation of the only possible scheme to cure your own muddle on to outside, unofficial bodies? That scheme should properly have been devised and run under the direct ægis of the Ministry of Health.

Instead, it merely has your benign approval. "The Ministry of Health will co-operate with all concerned to seek a solution to this difficult problem," etc., etc.

Well, it is something to have achieved even that—to know that you have put another nail in Jerry. But, believe me, I shall watch with the keenest interest to see how far your promised co-operation extends.

To close, by quoting again from your famous namesake, I hope that I shall not have to say in a few months time that you are: "Like one who draws a model of a house beyond his power to build it, and who, half through, gives o'er."

JOHN BULL

CANDID COMMUNICATIONS

Capt. H. F. C. CROOKSHANK
Minister of Mines

DEAR SIR,—A ballot is now to be taken to decide whether the miners shall cease work failing a satisfactory answer to their wage claims. I think there can be no doubt how they will vote.

So a situation already serious may become desperate. There is only one way out—the solution I have been urging for months.

There must be Government intervention. The owners have shown themselves callously deaf to all appeals to discuss a national wage agreement; they must now be forced to do so.

And unless you and your colleagues take this strong action that justice demands, you cannot escape the contemptuous censure of the nation.

JOHN BULL.

Councillor W. F. HISCOCK,
Margate

DEAR COUNCILLOR,—As a retired schoolmaster you think it "abominable" to offer 10s. a week to a junior library assistant who has matriculated.

I agree. Doubtless it must occur to you that for a public body to insist upon high educational qualifications from its employees, while paying for them so poorly, is a mean form of snobbery.

JOHN BULL.

Miss PRUNELLA STACK,
Women's Health and Beauty League

DEAR MISS STACK,—American girls are more attractive than British lasses, you fancy, because they dress more effectively and carry themselves better.

Yet you admit that the British girl has the better complexion and figure.

You should be the last to give pride of place to dress. I refuse to, anyway.

JOHN BULL.

The CITY TREASURER,
Cardiff

DEAR SIR,—No more houses, you declare, are needed in Cardiff.

You should think again. I know something of conditions in your city and, providing rents were low enough for people to pay, three thousand new houses wouldn't be sufficient to meet the demand.

Visualise the needs of the average man, not of those who can afford high rentals.

JOHN BULL.

Sir CHARLES HIGHAM: You believe women should get same pay as men for equal work. Every decent man will agree.—JOHN BULL.

Mr. ERNEST BROWN,
Minister of Labour

DEAR MR. BROWN,—Miners are needed for work in Rhodesia, and your Department has advertised this in Scotland.

Hundreds of applications have been received, but now your officials state that all the men required have been obtained in Cornwall, where mining conditions are similar to those of Rhodesia. Surely your experts should have known this before they advertised in the North? It suggests callous carelessness to me.

JOHN BULL.

Rt. Rev. H. H. WILLIAMS,
Bishop of Carlisle

DEAR BISHOP,—Some people will be angry with you for stressing that the Church of England gets a lot of its work done on the cheap, since many of its typists, clerks and others are underpaid and overworked.

But yours is necessary criticism. I know the Church has its difficulties, but I remember something about the labourer being worthy of his hire.

JOHN BULL.

Mr. STUART CHIESMAN,
Drapers' Chamber of Trade

DEAR SIR,—Discussing shoplifting, you say an important buyer recently sought your advice on the question of prosecuting an "influential woman" who stole nineteen frocks. I suppose I'm right in inferring that he would have felt no hesitation had she been in humble circumstances.

No doubt he's a poor specimen of your fraternity, but I hope you gave him the scare of his life by reminding him of the penalties attached to condoning a felony.

JOHN BULL.

LORD HEWART,
Lord Chief Justice

MY LORD,—I welcome your criticism of the "slackness" in our courts, and your stern words on the need for prosecuting counsel to be strictly fair to the accused.

There must never be the slightest suspicion that cases are trimmed by prosecuting counsel.

"The Crown is not interested to secure a conviction; its only interest is that the right man should be convicted." Those words show that your idea of justice *is* justice.

JOHN BULL.

The FARMERS' REPRESENTATIVES,
Gloucestershire County Council

SIRS,—Aren't you utterly unreasonable? Though 50 per cent. of English apples are maggoty this season, you have voted against the county council obtaining powers to make owners of neglected orchards prevent the disease spreading to other orchards.

No wonder you fail to arouse public sympathy when you howl about fruit coming from abroad.

JOHN BULL.

Miss MARGARET KENNEDY: "Every other novel of to-day," you think, "would knock average Victorian novel flat." Flat is right word for most of them.—JOHN BULL.

Mr. C. R. A. CHADFIELD,
Leicester

DEAR SIR,—It seems months since I heard of your "death-ray" and its possibilities in warfare.

Now I read that it is being successfully used in treating rubber, silk and other substances and destroying insects and germs.

May its uses along these lines extend every day—and its possibilities for killing human beings daily grow more remote!

JOHN BULL.

Dr. JOSIAH OLDFIELD,
London

DEAR DOCTOR,—Certainly no youth should marry a girl for her money, but I'm afraid your alternative will hardly appeal to one who has the chance of doing so.

Better marry a shrew than a heiress, you assert. And you add, "Many a lazy man has been nagged into activity and fame by a wife who has made his home life so unbearable that he has had to do something to regain his male supremacy."

What a prospect! What a life!

JOHN BULL.

The TOWN COUNCIL,
Doncaster

GENTLEMEN,—Two hundred motorists cautioned and twenty-one summoned for taking the wrong direction in a one-way street. And your Chief Constable believes that none of them offended deliberately.

Obviously you are to blame for not erecting warnings visible to the passing eye, but your unfortunate victims have had to lose their time and money for all that. Put your signs in order!

JOHN BULL.

Sir KINGSLEY WOOD,
Minister of Health

DEAR SIR KINGSLEY,—The Glamorgan rivers Ely and Taff—both of which cause serious flooding in industrial areas—are now in a deplorable state. But flood-prevention schemes are opposed by private landowners and Cardiff Corporation.

The former contend that no improvement is necessary, the latter object on the ground of expense.

Still, the county council will shortly approach you on the matter, and I hope you'll have a decisive answer ready.

JOHN BULL.

RATIONAL TAILORING

"My Boy, *I've bought two overcoats this year for the price of one!*"

SCOTT: That's going it—I can't afford to buy *one*. My last year's coat will have to do for another year.

MILLARD: I used to be like that, but I got attracted by this Rational Tailoring idea and I looked into it.

SCOTT: I'm mortally afraid to trust these cheap tailors.

MILLARD: You needn't be—with The Fifty Shilling Tailors. I had the surprise of my life—they really do deliver the goods. Look at the coat I've got on. What's wrong with it?

SCOTT: Nothing, I must admit. It fits you splendidly and it's well made. I can't get over the idea that there must be some catch in it.

MILLARD: Take it from me there isn't. This is the way I look at it. I go where I get the best tailoring value for my money, and that's The Fifty Shilling Tailors. They employ the pick of the cloth mills, they give me the benefit of bulk buying and they give me style. What more do you want?

SCOTT: I think I'll give them a trial myself.

MILLARD: Well, I've used them for three years now and I've got no complaints.

The FIFTY SHILLING TAILORS

For patterns write to:

110-111, STRAND, LONDON, W.C.2 — 42-4, OLDHAM ST., MANCHESTER
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OVER 250 DEPOTS IN ALL PRINCIPAL CITIES AND TOWNS

Proprietors: Prices Tailors Limited

Her friend got all the attention until . . .

WHAT A BEAUTIFUL COMPLEXION YOUR DEVONSHIRE FRIEND HAS
HOW DO YOU KEEP YOUR LOVELY COMPLEXION?
THAT'S EASY, I ALWAYS USE KNIGHT'S CASTILE
ISN'T THAT WHAT YOU USE TO PREVENT 'TIRED SKIN?'
THAT'S RIGHT MAISIE, IT TAKES YEARS OFF YOUR AGE
THREE MONTHS LATER
MAISIE YOU'RE SO BEAUTIFUL, NOW YOU LOOK AS IF YOU'D LIVED IN THE COUNTRY ALL YOUR LIFE

The girl with "tired skin" will always be outshone, for her complexion is bound to be unattractive and drab. And "tired skin" you will surely get if you live in smoky, crowded towns and work in stuffy offices—unless you use Knight's Castile. For the generous, fragrant lather of Knight's Castile is just like pure country air; it feeds and stimulates the vital beauty glands on which your complexion depends. Start this cheapest and surest of beauty treatments *to-day*—use Knight's Castile. It costs only fourpence a tablet.

Knight's Castile

TOILET SOAP

JOHN KNIGHT LIMITED—SOAP MAKERS SINCE 1817

KC 162-364

PLAIN WORDS to France

When will M. Laval tell them "France has come right off the fence and committed her fate unreservedly to Mussolini or the Covenant"?

by A. G. Gardiner

THE future of Europe has become more doubtful than ever. It is in doubt because France is in doubt. She still sits on the fence with one foot dangling on the side of Britain and the Covenant, and the other dangling on the side of Mussolini and the destruction of the Covenant.

She is much in the position of Hosea Biglow's "Zekle" when he went courting:—

He stood a spell on one foot fust,
Then stood a spell on t'other,
And on which foot he felt the wust
He couldn't ha' told you, nuther.

But this situation cannot continue. France is either with us and the League or she is with Mussolini against us and the League. She must make a decisive choice.

We cannot continue to drag her reluctantly step by step in our wake. We cannot go on forcing her into half-hearted decisions.

Sir Austen Chamberlain, who in the past has been the most devoted friend and supporter of France, did not overstate the feeling of this country in his emphatic warning last week. "We are astonished and shocked," he said, "by the apparent hesitation and the selfish concern which seem to characterise the French behaviour in this affair."

The effect of this hesitation already has been to cripple the League and to encourage Mussolini to press forward on his piratical adventure.

BELIEVING he had France securely hitched to his chariot wheels, he also believed he had only to drive forward furiously to detach her from Britain and break up the League.

He has reason for the belief. For while France hums-and-ha's at Geneva, a large section of the Paris Press, which is in Mussolini's pay, has boldly espoused the Italian cause and rail at this country as the enemy of peace.

Nor is there any doubt that M. Laval's understanding with Mussolini last winter committed him to some sort of acquiescence in the war on Abyssinia which Italy was then contemplating. It is that commitment which leaves France still running with the Italian hare, now hunting with the League hounds.

It is lamentable that this peril was not faced by our Government at the Stresa Conference in April. It was notorious by that time that Mussolini was preparing for war. In such an event the attitude of France was of capital importance, and it was known that in the Franco-Italian agreement Laval had entered into far-reaching undertakings. Yet this crucial fact was never raised and never discussed by Mr. MacDonald and Sir John Simon at Stresa.

And, of course, neither Mussolini nor Laval raised it. Why should they? It suited the book of both to keep it dark until the die was cast and events revealed it. The world is paying dearly for that lost opportunity to-day.

But it is no good crying over spilt milk. All that concerns us now is the present and the future. We want to know once and for all, and without reservations, on which foot France "feels the wust," and on which foot she is going to stand.

The answer is vital. No one can doubt that if Mussolini had not believed that France was "squared" he would not have dared to go full-steam ahead against Abyssinia and against the Covenant.

No one can doubt that even now, if France came whole-heartedly and resolutely into step with us in defence of the Covenant, he would realise that the game was up and would be looking around for a way of escape from a hopeless enterprise.

Which horn of the dilemma will France choose? She has manœuvred herself into a position in which she must let someone down. Is it to be Mussolini or is it to be Britain and the Covenant?

We can all see the difficulties of her position. They are difficulties due to her in-and-out running, but whatever the cause they are real enough.

HER constant obsession is Germany. It is the fear of Germany that governs all her policy. It was this fear that led her into Mussolini's trap.

Her agreement with Italy promised her two things.

It relieved her of the necessity of concentrating a great army on the Italian frontier and enabled her to strengthen her position on the Rhine. And it seemed to give her the assurance that Germany would not be able to gobble up Austria and so strengthen her grip on Central Europe.

What she had not fully realised was that Mussolini, having got her in his toils, would launch out in a great war against a fellow member of the League and in open and contemptuous defiance of the Covenant of the League itself.

She has been outwitted by the Italian and is now left, so to speak, between the devil and the deep sea, between choosing to rest her security against Germany on the support of Italy or on the support of Britain, the League, and the principle of collective security.

If she comes down on Mussolini's side of the fence she will have sabotaged the League and left that principle stone dead. She will have Mussolini as her only ally and will be whirled along wherever that great gangster chooses to take her.

The League will be a corpse, and Britain having failed to save the cause of collective peace will be compelled to denounce Locarno and all her commitments and set about providing for her own security in such ways as her own interests dictate.

That is the prospect which France must face if she chooses Mussolini's side of the fence.

She will not choose that side if her G.H.Q. is consulted. They at least have no doubt as to whether Italy or Britain is the better horse to back. They know their Mussolini and they know their Italians, and as *The Times* disclosed last week, their views were made plain when Mussolini recently asked Laval whether, in the event of a German invasion in the Brenner, he could rely upon active French support.

AND there is another pillar of the French system which will be shaken if France delivers herself to Mussolini. The Little Entente is France's fortress in South-eastern Europe.

But the Little Entente is backing the League and the Covenant. It has no illusion about Mussolini, and it knows that its safety depends on the Covenant as the only guarantee of collective security.

What of the alternative? If France comes down firmly and decisively on the side of the League she will, at the price of earning the ill-will of Mussolini, preserve the friendship of this country and establish the principle of collective security in Europe beyond the peril of any future challenge.

And that principle means more to her than to any other nation.

That she should sacrifice it for the sake of a wrecker of treaties, whose contempt for his bond is as flagrant as his truculent defiance of civilised conduct is not easily credible.

She may meet us in regard to our Fleet in the Mediterranean, she may concede a point here and another there; but that is not enough.

She must come right off the fence, and commit her fate unreservedly to Britain or to Italy, to Mussolini or the Covenant, to War or Law as the principle of international relationships.

NOT FROM THE B.B.C.

Over the Garden Fence

WHAT on earth is a place?
If you bet on a race,
Then you know what it is
for a fact;
But no one can begin
To define it within
The meaning of some ancient Act.

Now a place in the sun
Can be talked of or won,
And a place on the map one can draw,
Or a place from the sea,
But no two can agree
On a "place" in the eyes of the Law!

Some day someone drafting a new statute may get a rush of sense to the head and insert a clause that, for the purpose of this Act, a place shall be deemed any old where at any old time.

Grappling with the problem of defining a "place" at the Middlesex Sessions, Sir Thomas Forster, K.C., emphasised the importance of selecting a back garden rather than a front one as a rostrum from which to tell the blighter next door just what you think of him.

A Golders Green lady, fined for ticking off an adjacent female, appealed against the conviction, it being argued on her behalf that the back garden from which her eloquence had emanated was not a public place within the meaning of some dear old Act.

Although the Court held that the slanguage had been proved, the chairman allowed the appeal. He had heard of a front garden coming within the Act, but could not recall a back garden being held to be a public place.

That, then, is that. For when a Court comes to a decision it stays come to; at least until some higher Court tells the lower Court to run away and get its wig read.

So everything in the back(chat) garden is lovely for suburbanites who have for too long bottled up their feelings, and many a garden which has hitherto been innocent of flowers may blossom with flowers of speech calculated to bring the blush of envy to the cheek of Billingsgate.

Anybody afflicted with a neighbour addicted to borrowing the lawn mower or depositing cigarette cartons in one's bed of incipient rhododendrons can now mount the garden roller and say just what he wants to say about the hound he has been wanting to say it to.

They wax in beauty side by side,
Attached to villas where abide
Suburbanites who swell with pride
(A pride we well may pardon)
When they their jaded tulips show,
Their gladioli in a row
And other things that (sometimes) grow
In what they call "my garden."

A garden is a lovesome thing
That should to all pure pleasure bring,
Yet hatred oft contrives to spring
To life among its roses;
For oft across the garden wall
Wild words are used beyond recall,
When neighbours out of friendship fall
And slosh each other's noses!

Oh, gardeners, where'er you be,
Why can't you live in harmony?
If you feel forced to disagree
The outlook is a black one;
For if crude insults you address
Across the fence, a legal mess
Will soon result—that is unless
Your garden is a back one!

"I *almost* LOST MY HUSBAND *through sickness*"

An ailing wife learns that continued ill-health can estrange a husband from her heart and her home.

"To love and to cherish . . . in sickness and in health . . . My husband once spoke those heart-felt words to me. But to what limit can a woman expect a man to suffer her own ill-health, the constant drain of money for medicine and doctors, with nothing in return but nagging irritability?

I had always been a frail girl. Both mother and father advised me to stay single until I grew stronger. I was 25 when I met Henry. He swept me off my feet. He wanted me and I wanted him. And I did not tell him about my health for fear of losing him.

I Fall Prey to 'Flu

We were married and went to live in Liverpool in a modest little home across the Mersey. We were happy for several months. Then winter came on and I fell victim of 'flu. I was attended constantly by a doctor for three solid weeks. The germs left me as weak as a rag. Pitifully, my poor body cried for sunshine, as gloomy winter skies hung over our miserable home like a pall.

Summer finally came but my health did not respond. Henry was kind and attentive at first. But as the months wore on his interests were no longer at my bed-side. The dismal days I spent, the heart-breaking hours alone at night before Henry finally turned the key in the lock!

There is Hope

Then one day a wonderful thing happened. Mrs. M. moved in next door. Good soul that she was, she paid me a visit and soon had me pouring out my trouble. Understanding crept into her mischievous eyes and she said, "Will you trust me with 5/6d?" Puzzled, I gave her the money, and the miracle of it all—it gave me back my health. To make my story short, she purchased a bottle of Wincarnis, explaining that sickness had weakened my blood and that I was suffering from anæmia.

"Wincarnis," she said, "Is a fine restorative tonic wine. It contains malt, beef extract and the benefits of rich, red wine from sunny Spain. It will build strong, new, red corpuscles in your blood and give you back the strength and health you sorely need."

We Fall in Love Again

People who have never tried Wincarnis can never hope to understand the wonderful things it did to me. I liked the taste of it and looked forward to my glass with each meal. Right from the first my appetite picked up. I felt stronger, I gained weight. In less than a month I was in better health, more robust than ever before in my life.

But most wonderful of all, Henry, too, seemed to change like magic. He became more attentive. He, too, became his old charming self once more. Mere words of thanks can never repay Wincarnis for the health and happiness it has given me.

Give Wincarnis a trial; it's free

Thousands of women suffer from some form of debility or other. If your nerves jangle easily; if your head aches often and nervous pains shoot through your body; if you lack appetite, pep and zest for life, give Wincarnis a trial. Give the combined benefits of the beef, malt and rich red wine in this fine tonic the chance to build up strong red corpuscles in your blood. You're only as young as your blood, because young blood is the sap of life. Wincarnis is sold at all wine merchants, licensed chemists and grocers, two sizes, 5/6d. and 3/3d.

"Henry, too, seemed to change like magic"

This story was suggested by testimonials in our files. Names and places have been altered out of courtesy to our friends who have been kind enough to write to us about their wonderful experiences with Wincarnis.

POST THIS COUPON FOR FREE SAMPLE

To: Coleman & Co., Ltd., Dept. 2-R, Wincarnis Works, Norwich.

I enclose 4½d. in stamps to cover postage and packing. Please send me a free sample of Wincarnis.

NAME .....

ADDRESS.....

.....

"It's perfectly delicious!"

Armour's

Veribest

CORNED BEEF

When a tin of ARMOUR'S "Veribest" Corned Beef is opened you will immediately appreciate its appetising, well-marbled appearance. When the beef is cut you will realise how easy it is to carve quite thin slices and as soon as you taste it you will be delighted with its tenderness and really delicious flavour.

A small tin provides a splendid, ready-cooked snack for 3 or 4 people.

FREE Entry forms for John Bull National Window Dressing Competition may be obtained from your Grocer. Prizes valued £100 are offered to the Public for a slogan. Watch for "John Bull" disc. Ask for Armour's Quality Food Products, and your free Entry form.

Armour's label on any product is your guarantee of quality and satisfaction

"Love at first bite!"

Ask also for *Veribest* Ox-tongues—they're delicious!

The PERFECT Love SWINDLE

EXPLOITATION of love as a commercial proposition has been turned into a fine art by a mysterious and enterprising individual who has lately preferred to pass in the assumed name of Billy Morton Douglas.

Douglas is nearly fifty years of age, and by no means handsome. Little over five feet in height, he possesses a remarkable fascination for women, young and old alike, which is both unique and lucrative.

Douglas, who often describes himself as a retired Major, hypnotises some of his dupes into believing that his is the perfect love. He plays upon their emotions and, in some cases, even proposes marriage. Not till later do they realise that his is a perfect love at a price—and often a very heavy price, too.

Actually, Billy Morton Douglas is a dangerous rogue, with a gifted tongue and an impressive manner, whose recent operations ought to engage the attention of Scotland Yard without delay.

Looked imposing

Douglas fancies himself particularly as a figure of great importance in the motor industry, and that he can buy and sell cars with the touch of a genius. Until recently he was the leading light of a concern called the International Automobile Club, which, with headquarters in Regent Street, London, S.W., was to become a great boon to motorists in all parts of the country.

In reality, it has become only a boon to Douglas himself.

A most elaborate programme was planned by him in connection with this venture. Subscribers to the club were going to have the best and most luxurious cars at their disposal at all hours; service stations were to be opened in all big towns and districts; technical experts would always be available, and, among numerous other attractions, supporters of his movement were to enjoy the privilege of using a new and economic system of carburation, of which Billy Morton Douglas was the proud inventor!

Moreover, Douglas personally was the governing director of a concern called the International Automobile Club, Ltd., to which he presented not only his distinguished prestige, but the benefit of more than thirty years' experience of the motor trade—(though we shall show he spent a good deal of this time somewhere else).

It all looked very imposing on paper, and the various documents which were prepared in regard to the company's formation were indeed impressive.

Douglas, as soon as he was ensconced in his Regent Street offices, started to raise funds by advertising for clients with money. He began by resorting to the objectionable habit of offering positions with his company in return for investments. He also turned his undoubted gifts and charm of manner towards women with capital.

Women duped

Failure with the men for whom he advertised became success with the ladies.

For we can reveal that over the space of the last two years or so he has obtained thousands of pounds from women whom he has deceived by his lying tongue and the adoring outpourings of his fertile brain.

Not long ago he met a young woman who was at that time living in the West End of London. He told her all about his great experience of the motor industry, of the big developments he anticipated in connection with his club enterprise, and became very friendly with her.

She became fascinated, and Douglas intimated that he would one day make her his wife.

In the meantime he had discovered that she had money, and prevailed upon her by various ways and means to finance him in some of his business interests. In all he extracted from her something like £800, of which she has received back about £150 in small weekly instalments.

As time went on Douglas became lax in his affections, and, realising that she had been victimised by a plausible schemer, the woman consulted a solicitor.

Though she at first decided to take civil proceedings against Douglas, who had treated her so abominably, she did not do so in the end for several reasons, mainly because she had temporarily lost trace of her erstwhile fiancé.

Mother's fate

But she went to Scotland Yard instead, and, lodging a full complaint there about her regrettable experience, discovered that "Billy Morton Douglas" was not the real name of the so-called motor-trade expert at all, and that the police had considerable knowledge of his true character.

Another of the victims of this clever adventurer is a young woman, with a fairly wealthy mother, who obtained a position as secretary with Douglas at his Regent Street offices. Under his astonishing spell she soon became very much in love with him, and he took her about in a luxurious car.

He secured an introduction to the girl's mother, and, through the medium of a variety of stories and subterfuges, obtained in due course practically every penny she possessed.

Actually, the mother handed over in the aggregate a very large sum indeed to Douglas in connection with the financing of his motor business and other interests, from which she confidently believed that she would share with him a nice little nest-egg in return for her money.

Disillusionment soon came to this poor woman. She grew ill and distressed as the result of her financial associations with Douglas, and recently met an untimely death in a railway accident. Her daughter had been forced to leave an hotel owing several pounds for board and lodging, and has lately resided in her mother's house on the South Coast.

Yet another woman, who became enamoured of Douglas, loaned him, in circumstances of a similar character, sums running well into four figures.

When his promises with regard to repayment were broken, and this lady began to hear whispers about Douglas which were not in the least complimentary, she consulted a firm of solicitors and served a writ upon him. She secured judgment against him.

Douglas, who had already been through the bankruptcy courts, did not wish to face the ordeal again—certainly not at that particular time—so he agreed to pay the judgment debt off by instalments.

He began doing so, in fact—from the funds he obtained from another woman!

Lavish living

Some of his dupes have been induced to hand over their money in connection with the purchase, at special bargain prices about which Douglas is supposed to have exclusive knowledge, of latest-model cars.

So it is not surprising that he has been able to drive about in one or another of three very fine limousines, and to live in the most lavish surroundings.

During the time, or part of the time, Douglas was imposing upon some of the dupes we have mentioned, he was actually engaged to marry a woman living in North-West London. She was very distressed when she learnt that he was, beneath the veneer of his suave and plausible personality, a heartless rogue.

At the present time he is constantly to be seen in the company of another girl whose relations are wealthy, and certain of her friends are growing very disturbed over the fact that she has complete confidence in him.

The real name of Billy Morton Douglas is believed to be Leslie Stewart, and he achieved notoriety a few years ago under the alias of Dudley Francis Billings.

Matrimony?

He then went bankrupt in connection with another business he was running, and on that occasion his creditors finally obtained a fraction over fourpence in the pound.

He has, in different names, a bad criminal record, and his sojourns in jail include sentences for false pretences, fraud and forgery.

On one occasion he received a long sentence for a series of frauds which included the obtaining from a woman of a large sum of money for investment in a bogus business.

Sometimes Douglas has made it his business to find victims among wealthy women through the medium of advertisements in matrimonial papers.

This, then, is the story of the escapades of Billy Morton Douglas, alias Leslie Stewart, alias Dudley Francis Billings—whose perfect love stories, embellished with prophecies of fortunes for his trusting investor dupes, should be taken with more than the proverbial grain of salt.

Div. Det.-Inspr. John Edwards, of the famous "C" Division in which Douglas has been operating

WIN £1,000!

SHOPKEEPERS everywhere are eagerly planning how to win the mammoth prize of £1,000—largest prize ever offered for a window-display—by entering JOHN BULL'S Window Display Contest between now and December 31. Full details can be obtained by posting the form on page 7 at once.

Customers, too, are given a splendid opportunity.

A prize of £100 will be paid to the sender of the best advertising slogan of not more than twelve words relating to any product featured in a display marked with the JOHN BULL Window Display Contest sign, illustrated on page 7 between October 1 and December 31. Entry forms can be obtained at any of the shops where you see this sign between now and December 31.

In addition, a selection of slogans received each week will be published in JOHN BULL, and the sender of each will receive £1.

Here are the slogans selected for the week ending Friday, October 18.

NESTLE'S MILK: *If baby's health you would insure, Give him Nestle's rich and pure.—Miss U. Hogg, Hill Cottage, Nomansland, Salisbury, Wilts.*

OVALTINE: *"Don't worry about to-morrow, take "Ovaltine to-night."—Mr. S. Grieff, Albert House, Washington Station, Co. Durham.*

Further slogans will appear next week.

An increase in the DIGGER family

Flake smokers will welcome this new addition to the famous 'Digger' range of Empire Tobaccos. As always, the name is a guarantee of both the quality *and* the value.

PLAYER'S DIGGER FLAKE

MEDIUM

8D PER OZ

4° PER HALF OZ

Issued by The Imperial Tobacco Company (of Great Britain and Ireland), Ltd. P.D.35

Stop that constant Distress after Eating!

TAKE

'BiSoDoL'

THE COMPLETE REMEDY

NOW IN TABLET FORM

'BiSoDoL' enables you to eat and enjoy every meal without fear of pain, flatulence or discomfort. That is because 'BiSoDoL' actively assists the digestion of meats, fats, starches and all foods, rich or plain. 'BiSoDoL' is more than an ordinary stomach powder; it is a COMPLETE REMEDY which gives COMPLETE RELIEF because it helps a weak digestion ALL THE WAY. It pacifies a rebellious stomach and ensures harmony throughout the digestive system. You will like 'BiSoDoL,' either the pleasant-tasting Mint-flavoured Tablets, or the Powder form.

Try 'BiSoDoL' and you will realise what a great stride has been made in the conquest of indigestion and gastric troubles by the discovery of this COMPLETE remedy.

BiSoDoL MINT TABLETS

For Quick Relief

MAKES FOOD AGREE

Made in England

'BiSoDoL' Mint TABLETS, Price: 1/- (30) and 2/6 (100).
'BiSoDoL' POWDER, Price: 1/3 and 3/-, Family Size 4/9
Obtainable of all Chemists.

JAYS 4 POINT FURNISHING PLAN
1 200 WEEKS TO PAY
2 SPLENDID FREE GIFTS
3 GENEROUS CONSIDERATION IN TIMES OF MISFORTUNE
4 UNPARALLELED VALUE
"See how easy Jay's make everything!"

This advertisement recently appeared in the 'Daily Mail' 'Daily Express' and many newspapers in the country.

"This advertisement was as honest as Jay's value —*we proved it!*"

"Yes, we were more than satisfied with Jay's 4-point plan. It not only enabled us to buy really stylish and perfectly made suites on the easiest terms imaginable but provided us with a beautiful free gift. Another thing, we know that if we SHOULD fall on difficult times we can rely on Jay's showing every consideration. What more could ANYONE ask? YOU can prove the honesty of Jay's advertising for yourself. Call, or post coupon to-day for your beautiful free catalogue."

You will see from the illustrations shown here that a Lounge Suite or Bedroom Suite by Jay's has the unmistakable look of quality. That quality goes far deeper than appearance for every suite by Jay's is made from the point of view of design, quality and workmanship constitutes the greatest value at the price. A marvellous selection is now available on Jay's easy-to-pay 4-point plan.

LOUNGE SUITES from £8.8.0 to £80.0.0

BEDROOM SUITES from £7.19.6 to 50 Gns.

JAY'S PIANOS

No home is complete without a piano and Jay's offer you really magnificent instruments on the most amazing unique terms: No deposit, free tuition, free stool for one year; 200 weeks to pay.

TERMS:

WORTH.	MONTHLY
£20	...
£40	...
£50	...
£100	...

200 WEEKS TO PAY AT

JAY'S FURNISHING STORES

FREE Please send me your Illustrated Photographic Catalogue.

Name .....

Address .....

..... Dept. J.B.

Post in 1d. stamped unsealed envelope.

248, 249, 250, TOTTENHAM COURT ROAD, W.1

Oxford Street End. Tel.: Museum 2483

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Battersea 117 Lavender Hill, S.W.11
Bow - " - 165 Bow Road, E.3
Clapham - 89/93 High Street, S.W.4
Cricklewood - 140 Broadway, N.W.2
Croydon - - - 8 London Road
Elephant & Castle 96/97 London Road
Fulham - 363 Fulham Road, S.W.10
Hammersmith - 120 King Street, W.6
Kingston-on-Thames 53 Clarence St.
Maxwell - 129 Uxbridge Road, W.7
Ilford - " - 150/152 High Road
Islington - 162 Holloway Road, N.7
Kentish Town Road - 345/347, N.W.5
King's Cross 212 Caledonian Road, N.1
Paddington 282 Harrow Road, W.2
Paddington 219 Shirland Road, W.9
Palmer's Green 25 Green Lanes, N.13
Luton " " 41/45 George Street
Shepherd's Bush 134 Uxbridge Rd., W.12
Stratford - 379/381 High Street, E.15
Stoke Newington 88/90 High St., N.16
Upton Park - 361 Green Street, E.13
Watford 35/37 The Parade
Westminster Bridge Road
Whitechapel Road, 223/225
Wimbledon 81 The Broadway

COUNTRY BRANCHES

Aldershot 5 The Triangle, Birchett Rd.
Barnsley - " - Funland Hall
Birmingham - 99/101 Bristol Street
Birmingham, Coventry Rd., Small Heath
Bournemouth - 100 Commercial Road
Bradford - " - 64/68 Westgate
Brighton " " 127 Queen's Road
Bristol - " 77/78 Redcliffe Street
Bristol - " 17 & 21 Stokes Croft
Burton-on-Trent 123, 124 Station St.
Carnarvon - - Castle Square
Canterbury 57, 58 St. George's Street
Cardiff - " 52, 53 St. Mary Street
Chatham - " 78/80 High Street
Chester - " 22 Bridge Street
Chesterfield 9/11 Corporation Street
Colchester - 4 St. Botolph's Street
Coventry - " - 4 Fleet Street
Darlington - 39/41 High Northgate
Derby - " - " - 51 London Road
Doncaster - " - " - 14 Frenchgate
Eastbourne - " 81/85 Seaside Road
Exeter " " " 104 Fore Street
Folkestone - 56/57 Tontine Street
Glasgow - 19/25 Sauchiehall Street
Glasgow 148/152 West Nile Street, C.2
Gloucester - " - 99 Northgate Street
Halifax " " " 45/48 Northgate
Hastings - " " 3 York Buildings
Huddersfield " " 2 Queen Street
Hull " - " 81 Prospect Street
Hull - " 85/87 Wright Street
Ipswich " - 27 Westgate Street
Keighley " " " 29 Low Street
Leeds - " " 6 Lower Briggate
Leeds - " " 85 New Briggate
Leicester " " 6 Haymarket
Liverpool " - 58/60 Church Street
Maidstone " " - 3 The Broadway
Manchester - 28/30 Oldham Street
Nelson - " - 45 Scotland Road
Newcastle 55/57 Northumberland St.
Newport, Mon. - " - 78 High Street
Northampton - " - 23 Gold Street
Norwich - 31 St. Stephens Street
Nottingham " 24/26 Derby Road
York " " " 3 Low Ousegate
Plymouth 7/9 The Octagon
Portsmouth 219/225 Commercial Road
Reading " " 47 Minster Street
Rochdale " " 8/10 Baillie Street
Rotherham - 41/47 Effingham Street
Scarborough " " 178 High Street
Scunthorpe - " - 5 Broad Street
Sheffield - " - 1 Fitzwilliam Gate
Sheffield 42/44 London Rd. (Nr. Wood)
Shrewsbury - " - 7 Pride Hill
Southampton - " - 43/45 Bernard Street
Stoke-on-Trent - " - 44 High Street
Staines - " " 13/15 High Street
Swansea " " " 24/25 Oxford Street
Swansea " " " 50 Castle Street
Taunton " " " 3 Fore Street
Walsall - " " 51/53 Bridge Street
Warrington - " 10/12 Bridge Street
Wigan - " " 11 The Broadway
Woking - " " 3 New Hall Street
Wolverhampton - " - 51 Broad Street
Worcester - " - 5/7 Broad Street
Worthing " " 15/17 Bowness Road

It's Easy to Pay the Jay Way

ARRESTED *at his* Mother's Funeral

And all for 14/10d.

ALL too often it has been necessary in the columns of JOHN BULL to draw public attention to the inhumanity of the machine of State relief for unemployed workers.

It is admitted, of course, that there must be well-defined rules of procedure—a code to govern administration—but emphatically, on the other hand, there should be some decent flexibility when problems of great suffering obtrude. The machine should have a heart in its direction as well as efficiency.

Read and mark the case of John Thomas Ridley, aged fifty-eight, by trade (when there is any trade) miner in the County of Durham.

All his life John Ridley laboured in a Durham pit until three years ago, when the tide of industrial depression caught him and left him to the mercy of the "dole."

Now, after his prolonged idleness, John Ridley is on the Means Test, drawing each week such pittance as is deemed by authority will provide for him and his dependants.

The Ridley home is at Birtley, that depressing untidy township on the main south road a little way out of Newcastle-on-Tyne. Not much of a home really by ordinary standards; just an asbestos-walled bungalow in a settlement, war-time built for Belgian refugees, but the only one that Ridley could secure at Birtley, and for which he has to pay—and does pay—a weekly rental of 6s.

Here John Ridley lived with his wife and a daughter in her teens, and drew each Friday the magnificent sum of 26s. in relief, on which the household had to exist. With the rent met regularly there was just £1 for everything; food, clothes, coal, light and insurance.

Yet by the pluck of John Ridley and the careful management of his good wife they carried on without complaint; always hoping that in some brighter future somewhere around the corner work would be available again for this elderly, skilled miner.

Swift blow

Towards the end of September tragedy struck at John Ridley and his family. On Tuesday, the 24th of that month, Mrs. Ridley, who had suffered from heart weakness, died in her sleep.

All the duties which fell to John Ridley through this bereavement he carried out punctiliously.

That day he went to the relief office and reported the loss of his wife. Her sudden death was also brought to the notice of the police and coroner, but in view of the medical history an inquest was not ordered. A doctor was able to give a certificate of death.

Now it is important to bear these points in mind. The week for relief purposes at Birtley ends on *a Wednesday*, and the accounts are made up to that day, although payment is not given until the Friday.

Mrs. Ridley died on *a Tuesday*.

When John Ridley went on Friday, September 26, to draw his money, he received *17s. only*. Deduction of 9s. was made. He was deprived of the allowance for his wife *for a full week*, although she had lived for six days in that weekly relief period.

Son unemployed

Imagine, in the midst of his bereavement, the feelings of that grief-broken husband; handed 17s. on which to keep himself, a daughter, and to pay for his house at a time when every shilling was of untold value to him; *money for the funeral to be found* and other expenses to be met—and *17s.*

As best he could, John Ridley raised the matter with the clerk at the office. He explained that his daughter would now have to be the little housekeeper, and asked:

Was he not now entitled to some allowance for her?

No. There was nothing to come to him for the daughter, he was told, because she was not attending school. The regulations did not provide for any larger allowance than 17s. a week now that he had lost his wife.

John Ridley stumbled out of the office and trudged through the mud of the bungalow town to face existence on 17s. a week, with two mouths to feed and a roof to keep above his head.

By using the whole of a small insurance, John Ridley found the fuids for the proper burial of his wife, and the day of the funeral came.

All the adult members of the family, living in other parts, gathered to be present at the graveside. Among them was a son, aged twenty-eight. He also is one of the unemployed and draws in unemployment pay exactly 11s., out of which he parts with 10s. for board and lodging.

This young man in July was in a little trouble, as a result of which he had to appear in answer to a summons at the Chester-le-Street Police Court. The case against him concerned the finding by the roadside of some medals, which he retained for a day or so and then handed to the police.

Nothing very serious, for the summons was dismissed on an order that the younger Ridley should pay the costs, which were assessed at 14s. odd.

Rather a difficult matter, in the circumstances, to pay a bill of costs when he received only 11s. a week and retained just a single 1s. for current spending money!

Naturally the young man did not, and could not, pay the costs on the summons in one lump sum.

But the law must have its dues, and thus the official machine moved on in its inflexible, relentless course.

John Ridley and his children saw the wife and mother who had been so much to them laid to her last rest, and returned in their mourning together to the father's home.

Outside the door a police-officer was awaiting.

He stopped the sorrowful group and explained that he held a warrant for the arrest of young Ridley; *an order for his immediate committal to jail for a term of fourteen days in default of the payment of a sum of 14s. 10d., the costs of a summons.*

Let it be written to the credit of that policeman that he personally carried out his task with diffidence and kindliness. He knew, as everyone else did in the locality, the sad circumstances of the Ridley family, and that it was the afternoon of the mother's burial. He was just the agent of the Law.

"I am sent here to do my duty," said the officer.

The sudden shock of this warrant for the arrest of his son was overwhelming to John Ridley, senior. He collapsed and had to be assisted by his children into the house.

The man suffered so badly with his heart that his relatives thought for a time that his seizure was likely to prove fatal.

There and then the police-officer had to escort young Ridley away to prison to serve his ordered punishment for not having in worldly wealth the sum of 14s. 10d.!

Nothing could be done by the distressed father to help. He had not a penny piece to spare. The debtor son was equally without means.

Providentially another son, who had journeyed from Yorkshire to be present at the funeral, was later able to pay the debt, and thus save his brother from spending the fourteen days in jail.

Pathetic and terrible indeed is this narrative of a working-class family crushed by the weight of unemployment and hard circumstance.

Everybody who knows of this tragic case spares pity for John Ridley, the widower; a miner, aged fifty-eight, who is scarcely ever again likely to earn a living wage.

Another to come

With one daughter of sixteen to keep house for him, and to struggle to make ends meet on that ridiculously inadequate 17s., Ridley has another difficulty yet in store.

For he has a second girl, not yet in her teens, who is in a county sanatorium for tuberculosis, but who will be returning home within a week—a third to be fed and clothed.

Taking all the facts of this case into account, we think it is a grievous wrong that the allowance of John Ridley should have been cut so drastically and rapidly at the moment of tragedy.

Moreover, it is an unpleasant thing—to say the least—that a police-officer should have attended with a warrant for the arrest of young Ridley—all over the matter of 14s. 10d.—at the bereaved house on the afternoon of the funeral.

Surely this duty could have been performed at some other time and place?

The whole affair is both regrettable and scandalous.

MRS. RIDLEY

SNARES *for* HOUSEWIVES

HOUSEWIVES in the West of England are being victimised by a clever form of trickery in salesmanship. It begins with the arrival of a group of smart door-to-door salesmen whose methods suggest careful training.

"Allow me to congratulate you, madam," says the caller, "you are lucky. You happen to be my twelfth customer and, under my firm's new gift scheme, you are entitled to a present valued at a guinea."

It is no exaggeration to say that thousands of housewives have been caught already by what is really a clever sales-gag.

The next stage in the trick is easy, the victim being told that, in order to qualify for the prize, all that is necessary is that she should purchase a packet of toilet sundries for half-a-crown.

These packets are baited with a tablet of well-known soap; the rest is a nondescript collection of shampoo and powders and more soap!

These packets of toilet sundries would make no appeal to the housewife in the ordinary way, but she is persuaded to buy on the strength of the fact that she is the lucky twelfth customer and has been selected as the winner of a guinea prize.

These prizes, says the salesman, include canteens of cutlery, umbrellas, handbags and other useful articles.

When the postman finally arrives with the promised gift "valued at a guinea," the victims find a cheap and nasty fountain pen, inscribed "made in Japan," which we found can be bought wholesale at three shillings a dozen!

Housewives should beware these plausible door-to-door salesmen with their clever talk about valuable gifts.

REDUCED in PRICE

OLD PRICE 7½d. NOW 6d.

OLD PRICE 1/3 NOW 1/-

Users of Cardinal Polish will be pleased to learn that it is now possible to announce a reduction in price. From to-day the same large tins which hitherto cost 7½d. and 1/3 will cost only 6d. and 1/-. It is anticipated that this reduction will be the means of introducing the merits of Cardinal Polish to a still wider circle of housewives.

To Red Tiles, Red Composition Floors and Front Steps, Cardinal gives a beautiful rich red tone that will not rub off. Buy a tin to-day and see what a vast improvement it will make to the appearance of your home.

Obtainable from all dealers.

CARDINAL POLISH

FOR RED TILES AND RED COMPOSITION FLOORS

Dept. K, Chiswick Products, Ltd., Chiswick, London, W.4.
Makers of Mansion Polish.

It's Super-Fatted!

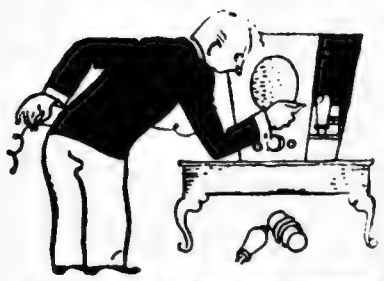
Cultivate a smooth, immaculate chin by using Gibbs Super-Fatted Shaving Cream. There's nothing like it for giving a cool clean shave, and the most delightful sense of after-shaving comfort. It's the Super-Fatting that does it! CHANGE TO GIBBS TODAY!

GIBBS SUPER FATTED SHAVING CREAM

D. & W. Gibbs Ltd., Cold Cream Soap Works, London, E.1.

GS4B

Why regret your marriage? —



a KB can be yours for 2/6 a week

Isn't it time you had a new radio? Isn't one of the new KBs the best thing you could choose? A minute's listening at your local KB dealer's—a glance at KB's very easy terms spread out over *18 months*—and you'll be answering 'Yes!' And very wise you'll be, for the latest KBs are technically so advanced that they'll be staying 'new' for years. For full particulars post the coupon below.

KB RADIO

SOME SPECIAL FEATURES OF THE KB 427 A.C. Super-Heterodyne Receiver

For the high notes other people miss—KB Variable Selectivity Control. To prevent fading and to 'boost' weak stations—KB Delayed Automatic Volume Control. To make tuning all but automatic—KB 'Fototune' Dial. To enhance selectivity and eliminate interference—six tuned band-pass (H.F. and I.F.) circuits. To reject electrical interference—KB 'Rejectostat' system and built-in mains filter. Cabinet of figured walnut with zebrano and macassar ebony relief. Similar model for A.C. or D.C. mains—KB 426.

PRICE 12 GNS., or first payment of 24/6 (including 3/- insurance) and 78 weekly payments of 3/6. Other KB Receivers from £5 17s. 6d. or 2/6 a week, to 25 guineas or 10/3 a week.

WOW! POST THIS COUPON

TO KOLSTER-BRANDES LTD.,
CRAY WORKS, SIDCUP, KENT.

Please send me a copy of your booklet KB Radio — 12 sets for the season 1935-6

NAME .....

ADDRESS .....

.....

If you tuck in your envelope-flap instead of sealing it, a ha'penny stamp will do

J.B. 26/10/35 - 427

ROGUE *with a* Thousand JOBS

Weekly Informations from *Sir Wyndham Childs*

MY interest in the various types of frauds which are perpetrated regularly on men seeking employment is kept very much alive by the numerous letters I receive from readers in need of advice.

A fresh warning is obviously necessary against the despicable methods of fee-snatching adventurers, and against the fraudulent activities of bogus company promoters who thrive by persistently exploiting the unemployed.

My warning this week is occasioned by certain information I have received regarding the bankruptcy of an individual called Reginald William Campion, who until recently carried on a licensed employment agency under the style of the Regent Guarantee Corporation.

To begin with, Campion established himself in an office in Regent Street, London, but soon afterwards transferred the Regent Guarantee Corporation to a suite of impressive offices in Chancery Lane, W.C.2.

There he at once busied himself advertising jobs for chauffeurs, gardeners, and men to look after horses, to mention but a few, and it is significant that he got in touch with readers in all parts of the country.

I first learned of his "Corporation" through a Salisbury reader, who responded to one of Campion's advertisements which appeared under a box number in a daily newspaper.

My reader, who has fourteen years' driving experience in his capacity of chauffeur, was offered an introduction to a "gentleman" in return for a fee of half-a-crown.

He is, I have observed, one of hundreds of people who received invitations of a similar character from the Regent Guarantee Corporation, which, according to Campion, was a firm of "accountants, auditors, and valuers for mortgages."

Campion had previously issued circulars describing himself as an accountant, secretary and valuer, with the letters after his name "F.I.S.A.." According to these circulars, Campion was prepared to arrange advances of capital from £250 to £1,000 in connection with the purchase of trading concerns.

Yet, strange to say, immediately upon his move into the Chancery Lane offices, he abandoned his career as a financier, and his efforts since then have been concentrated upon relieving humble people of their postal orders.

People have responded to Campion's advertisements—and have thus suffered disappointment and financial loss

Fictitious

Campion has secured fees for "introductions" to persons who were supposed to be in need of the services of gardeners, handymen and the like, and I can go so far as to say that he actually operated his entirely spurious "employment agency" long before he was licensed to do so by the proper authority.

Getting in touch with an East Ham reader, for example, Campion held forth the prospects of employment looking after horses with a "Mr. Clifton," who was supposed to be staying at an hotel in Doncaster, Yorkshire. Similarly, another reader, who wanted a job as a gardener, responded to an advertisement and paid a fee for an "introduction" to a "Mr. Hardinge," of Brockenhurst, Hants.

But enquiry has proved that these persons, who, according to Campion were in a position to afford employment, are quite fictitious.

Campion's *modus operandi* was to correspond with provincial hotel proprietors saying that his "representative" was coming to stay as a guest. . . . He then charged fees from his unemployed clients for so-called "introductions" to these purely imaginary visitors, on the pretence that they were prospective employers.

Once he had secured fees from unemployed men, Campion immediately wrote to the hotel proprietors saying that the visit of his "representative" was unfortunately delayed.

One hotel proprietor, who was called upon to fulfil what on the face of it appeared to be an ordinary everyday act of courtesy, was induced by Campion to return to the Chancery Lane offices no fewer than twenty-five applications he had received from men who needed work.

Having received the original applications sent in by the men who sought work, Campion sat back in his Chancery Lane office and wrote them to the effect that the "position was filled."

It is difficult to conceive a more despicable fraud than was revealed when eleven hotel proprietors and a number of men in need of work gave evidence at the County Hall, London, when the question of Campion's licence was recently looked into by the L.C.C.

In each case these unemployed men paid the required fee for an introduction: and among them were men with families and men who still suffer from injuries they sustained during the late war.

It is to the credit of the Public Control Department of the London County Council that it spared no effort in making a thorough investigation, once suspicions had been aroused, into Campion's affairs, though by this time no fewer than 1,440 unemployed men who responded to Campion's entirely misleading advertisements had lodged complaints.

The Regent Guarantee Corporation, of which he set himself up as the leading light, is nothing more than a business name registered to afford a cloak.

Campion, the self-styled auditor, accountant and secretary, is actually a clerk who, I have now discovered, secured his "degree"—"F.I.S.A."—by means of a mere course of postal tuition.

Assets—£30!

Another business he ran was called "The Investors' Guardian Society." This was established with the ostensible object of providing advice to investors concerning, among other things, the purchase of stocks and shares.

The headquarters of "The Investors' Guardian Society," like the Regent Guarantee Corporation, were at the offices in Chancery Lane where Campion carried on his employment agency.

But this man's efforts as a guardian of investors, like his campaign to relieve unemployed men of their money, led nowhere beyond his own requirements. When his affairs were enquired into at the Bankruptcy Court the other day his liabilities amounted to more than £1,100, and his assets to no more than £30!

I trust it will be a long time before any individual of Campion's calibre is entrusted with a licence to carry on as an "employment specialist."

In this exposure I have concerned myself largely with the disgraceful efforts of one particular individual: but I have also in mind the fact that a large number of rogues specialise in similar frauds; some, in fact, were associated with Campion.

I can reveal, indeed, that at least three other men who specialise in "employment" swindles managed to disappear from the neighbourhood frequented by Campion the moment the authorities started their enquiries!

I urge my readers to be on the alert about all advertisements and circulars of the type to which I have alluded here. And if they "write to JOHN BULL about it" before, instead of after, the event, I may be able to safeguard their interests—and their money.

Homely Wisdom by
Canon R. J. Campbell, D.D.

Forget It

A DISTINGUISHED pre-war writer, Dr. Arthur Christopher Benson, said that one of the most beneficial of human traits was the facility wherewith the emotional recollection of painful and terrible experiences tended to fade out of the mind.

He avowed that it was so in his own case, and he had noted it over and over again in others. Through some affection of brain and nerves he had suffered for many years from melancholia. It was a horrible state to be in, to be always living under the shadow of despondency, never to be quite happy and care-free, to be incapable of cheerful enjoyment.

Yet when he was finally cured—for the malady was a physical, not a moral, disorder—it was only by an effort that he could recall just how he had felt in those days and months when his mental skies were overcast and all the zest of life had departed from him.

In his normal healthy state his former misery seemed very remote and with no more power to disturb than the vanishing recollection of a troubled dream.

I believe Dr. Benson was right in a considerable measure, for I have observed the same thing on many occasions and with different kinds of temperament. It is a merciful gift of Providence and one for which to be thankful. With most people pain is soon forgotten when joy returns, and well is it for us that we are so made. We should be wise to cultivate the gift of forgetting the sadder side of existence more than we do.

* * *

Not everybody can do it. There are some people who have been so crushed and broken by sorrow heaped on sorrow that they cannot be lighthearted again, do what they will.

I speak with caution here, for it is part of my firmly held creed that if high spirits are impossible to persons who have passed through great tribulation, they can still acquire peace of mind; and peace of mind is as great a blessing as life can bestow.

Many ex-Service men cannot be got to talk about the war. They hate to think of it, for though it ended nearly seventeen years ago, the hellishness of it has burnt itself into their souls. They do well not to dwell upon it more than they can help; and it is to be hoped that even with those upon whom the horror of it has set the deepest mark the passing of time may have effaced its worst features.

There is another kind of forgetting that we ought all to practise for our souls' good. It is the forgetting of injuries, of harm done to us by others, of our tenderest feelings lacerated, of enmities persisted in without a cause.

Of course in the strict sense you cannot forget these evils, for nothing is ever forgotten that has ever made any impression on thought and feeling.

But you can refuse to cherish rancour; you can neutralise in your own consciousness any invading evil by abstaining from reacting to it in the same spirit; you can make yourself feel about it as you would if it had been done to someone you did not know. This is quite within your power, and to make it a rule of life will save you from many a needless pang.

It will do more. It will build the kind of character that all men trust and revere.

"The Woman who Saw for Herself" . .

IN the L... BROK...

Young and old suffer alike ... of South Wales, cold and ... to a sad state. Here the ... Valley are busy preparing ... in the hope that they will b... food they and their ...

GENERAL ELECTION! . . One of its great battles will be fought over the "Distressed Areas," those forlorn, long-suffering districts of Great Britain where vast masses of men, women and children live on the starvation line, with little or no hope of improvement in their conditions.

Unemployment stalks the streets like a grim spectre; the homes are bare and foodless. So it has been for five long weary years.

This week "John Bull" begins a poignant series of articles that will take its readers into the sad heart of the "Distressed Areas" and reveal the tragic suffering as it has never been revealed before.

TOO old at twenty-one! That is the dreadful cry of the young men in the distressed areas to-day. And the vast proportion of them are among the ranks of the men who will never work again unless the whole system is changed, or new industries are started to employ them.

When I visited the South Wales coalfields recently, I found a state of almost universal misery and despair among the people, beyond anything that could be imagined by those who have not actually seen it.

The miners are helpless and hopeless. The pits have closed or are closing down right and left; already more than two hundred are out of action, causing a hundred thousand men to be thrown permanently out of work. And those miners who are still working never know when their turn may come

In these circumstances, it is, of course, practically impossible for anyone, young or old, not already in work, to find anything to do, for there is no other industry in the Welsh valleys to turn to when mining fails. The men there are colliers—and when their trade fails they are doomed to idleness and misery.

Thousands of young people have never worked at all, and have not the faintest chance of getting employment. The older ones have worked ten, twenty, thirty or forty years, and the vast proportion of them, too, are now permanently unemployed.

Quite apart from the fact that much less Welsh coal is used now than in former days, rationalisation has taken its toll of human labour.

No hope

For instance, in Ton Pit, in the Rhondda, the production is much the same as it has always been, but there are only about a hundred and fifty miners employed there now, instead of between six and seven hundred, and of those hundred and fifty a large proportion are unskilled boys. And for all the rest of the colliers there is no hope whatever of re-employment, whether they are old or young.

Wherever I went I heard the same story from the young men; they might have got work if they had been under twenty-one, but once they reached their majority there was no further chance of employment, since the work they were required to do could equally well be done by boys, and, as the employer would be obliged to pay them the minimum man's wage, the coal owners, thinking of their profits, preferred to replace them by juveniles at a cheaper rate.

There is, of course, no chance of these young men getting adult work, for the same kind of tragedy is going on among their elders.

In these days there are practically no vacancies. How can there be? It is, at the best, a question of the lucky ones remaining in the jobs.

All suffering

Not that there is much in the way of luck even for those who are working. The maximum weekly wage these days, after deductions, is from £2 1s. 6d. to £2 4s. for an adult miner; and out of this there is sometimes six or seven shillings to pay for travelling to his work, which may be many miles away.

Also a very large proportion of those who are working are on short time, working two, three or four days a week, or being put off for whole weeks at a time.

As far as I could see, there was little difference, in the privation of the families, between the homes where there was a man working and those where everyone was unemployed.

Where the man works, he has the advantage of feeling that he is earning his pittance that comes into the home, but, as against that, he has the ever-present danger of an accident, which is enhanced by his being nearly always undernourished and often tired when he starts work after a long tramp or cycle ride (for he does not pay fares if he can in any way avoid it).

But the great majority of the Welsh miners are permanently unemployed, and have been for a long time.

Everywhere I went I heard the same story of misery and despair. Take the history of Mr. X., of Abercwmboi, which is a typical one.

Mr. X. is forty years old. and has a wife and five children. Apart from a few odd months' work, he has been unemployed since 1925. He began walking anything from sixteen to twenty miles a day, looking for a job, and had to keep on, however tired or hungry he might be, because he had no money to pay fares.

After a time he had to seek Poor Law relief, and was granted a £1 weekly food ticket. The shopkeepers gave him part of his food ticket in money to allow him to pay 8s. rent, and, after that, six of them—there were only four children then—lived on the food procured with the remaining 12s.

"Things," he said, "went on like that until March, 1926, when I was lucky to get work sixteen miles away from home. It cost me 7s. 6d. per week in 'bus fares. I didn't mind, my spell of bad luck had broken, I had a job! My happiness was short-lived; we were locked out in May, 1926, for trying to keep our wages up to what we could live upon.

"We, in our village, had an awful time during that lock-out period. I don't know how we came through. At the end of the lock-out, I, with many others, couldn't get work. Collieries were closing first in one district, then in another—so it became hopeless, and we never had more than £1 12s. for six of us to live on.

"In May, 1927, one of the collieries in this village opened; I got a job for eleven weeks, but then it closed for good; about that time our fifth child was born. Things went on like this till September, 1929; I got another job then, but was out that December and have never worked since.

"At first we had £1 16s. a week benefit for seven of us to live upon; then, under the National Government, it was cut to £1 13s. 3d. In September, 1934, I was sent to a reconditioning camp for twelve weeks, and I got 1s. a week extra for pocket money. In December that finished, and here I am to-day, in the same place and the same state on the

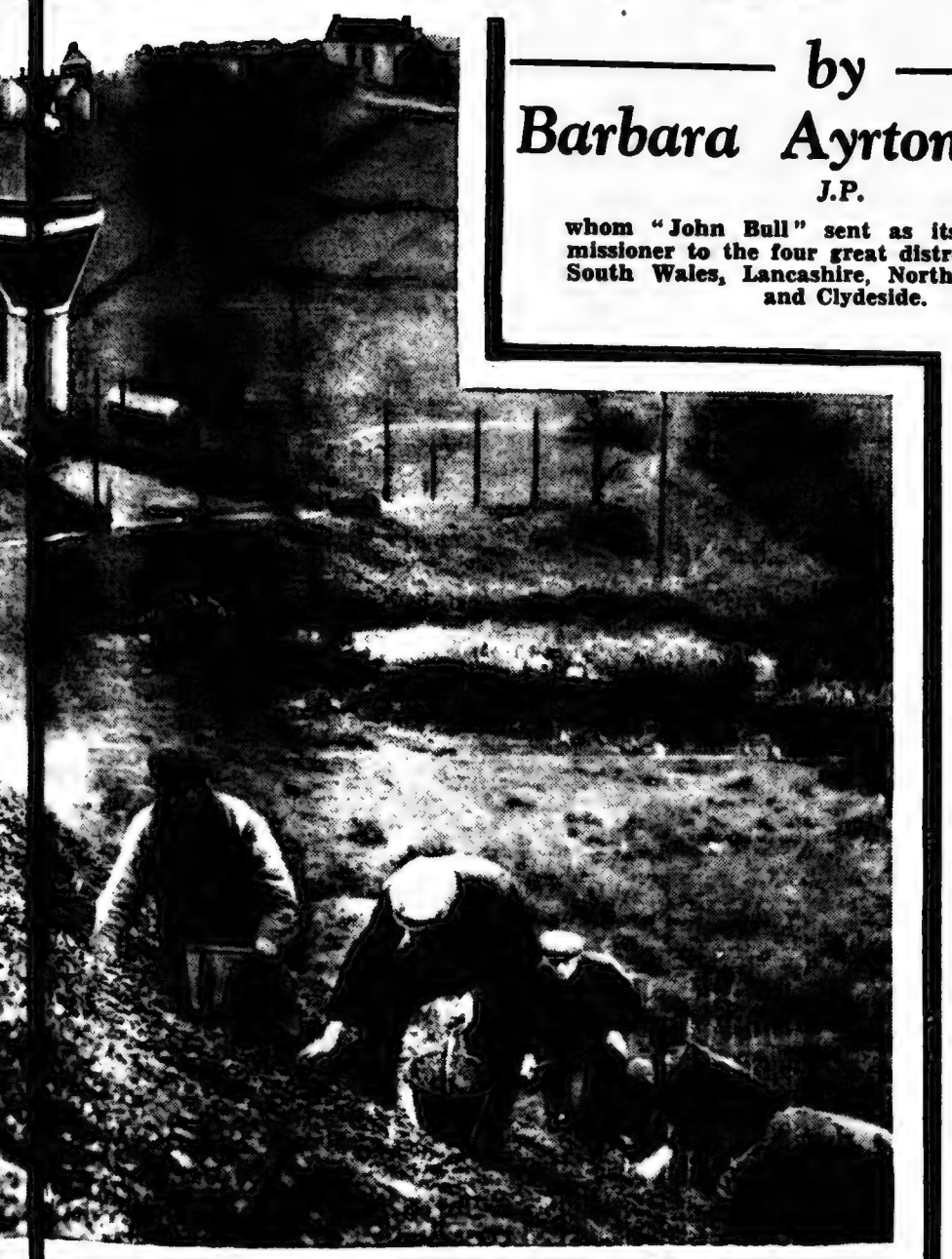
LAND of KEN LIVES

by

Barbara Ayrton Gould,

J.P.

whom "John Bull" sent as its special commissioner to the four great distressed areas, in South Wales, Lancashire, North-east England and Clydeside.



The grim "industrial" areas ... out of food reducing the men ... unemployed in the Rhondda ... allotments on a steep hillside ... unable to grow a little of the ... families so badly need

means test benefit, *and I'm finished!"*

In Cwmaman I was taken round by a councillor, a charming, cultured man with all the sorrow of the world in his dark, despairing eyes. In that village there is no one working; the pit that gave a living to seven thousand people is closed down, and the miners were all thrown out together.

The pit has been largely dismantled, but great iron wheels and other parts of machinery are left rotting and rusting on the hillside, a symbol of the decay of the village that was built to work the now dead mine.

There is a fine library in Cwmaman, erected entirely by the miners' pennies in happier days. When I looked at the titles of the well-thumbed and much-read books, I realised how it is that such a large number of miners are so cultured and well read. I found many shelves of books on economics, politics, sociology, history and science, besides the works of all the finest poets, dramatists and novelists.

In a number of places in South Wales there are miners' libraries, and the fact that the unemployed colliers have the opportunity of reading and appreciating great literature is a solace to them even in these days of suffering.

But what an indictment of our social system that we can provide nothing better for such fine types of men to do than pine in idleness and misery, feeling that they are of no use in the world!

To many of them the most terrible thing of all is the feeling that they are useless and unwanted. But then there is so much to bring heartache and bitterness to them! They not only see no future for themselves; they see no hope for their children.

A collier in Blaenavon said to me: "I do feel daunted when I see my children growing up to nothing better than our struggle to keep living."

And how hard he and numberless others try to make it something more than that for their children! The heartbreaking privation parents go through to send their children to secondary schools and keep them there when they get scholarships!

In one place a father broke down and wept when he told me how he and his wife had struggled and starved to keep their eldest daughter at school so that she might become a teacher, but, in the end, they had been obliged to give in, in order to feed the younger children growing up, and their brilliant daughter had been obliged to go into service instead of taking her degree.

In Abertillery, a collier's wife had opened a little fish and chip shop when her husband lost his work, so that their clever children might complete their education.

It had done well at first, but, as unemployment grew among the miners, her trade began to fall away, and now that fish and potatoes have both gone up so much in price she does not think it is much use trying to keep the busness going at all—and then two more children will have to leave their education unfinished, one to go to service and one to come home and join the other boys lounging wretchedly at the street corners till a problematic job turns up.

In Ystrad, an elderly man said, "Times have changed since I was young. We used to keep our womenfolk; now it's the girls who are keeping us!" That is true all over South Wales, and it is a bitter pill for the colliers to have to swallow.

They are a proud race, and they have every right to be proud. For generations they and their forebears have carried on a vital service at great cost to themselves. Their lives have always been hard. Their work inevitably meant long hours of exacting toil underground, often in wretched discomfort and frequently in great danger.

Slow starvation

There is hardly a collier of the old *régime* who does not bear traces of his trade—a maimed hand with perhaps the fingers gone, or a bad limp, as the result of a heavy fall of coal; scars from explosions that have cost the lives of the comrades working beside them, and in which they only just missed losing their own lives; permanent chest trouble from working days and weeks on end lying in several inches of water, or blindness from that dreaded disease, "miners' nystagmus," which is peculiar to underground workers.

They have never shirked the hardships and dangers of their calling, and all they have asked in return has been a wage that would enable them to keep their families in a little comfort. They were proud that they could keep their children beside them till these children married and had homes of their own.

Now the families are broken up, and the daughters have to go away to service to enable their parents and young brothers and sisters to keep body and soul together.

Where there is no outside help, the families all slowly starve together. The rates of relief are all low; the Labour Councils, of course, do their best, but how can they produce money when there is practically none in the whole district? It is for the nation to shoulder the nation's burden; but since they do not, you get the sort of thing I saw in Garndiffaith.

Mr. A. B. (as we will call him) has 33s. 6d. a week. He has a wife and three children; he pays 8s. rent. His age is forty-five years, and he has worked one year in the last nine.

His next door neighbour, who is only thirty-four years old, has only worked six months in nine years. The latter is a widower with four children, and his income is 34s. a week.

Mr. C. D., a little farther down the street, has a wife and three children, and their income is only 32s.: they pay 8s. 6d. a week in rent.

None of these families has any children old enough to help them. So, like many thousands of others in a similar position, they have to manage as best they can, which means—some scraps of meat with a few potatoes on Sunday; bread and jam and tea, with occasionally a bit of cheese during the week; nothing else, they cannot afford it.

What is more, *the day before they draw their money they rarely have anything to eat at all.* The parents mostly said that when mealtimes come they more often feel sick than hungry, they are so tired of bread and jam! *They never have green vegetables or fruit or fresh milk.*

They cannot grow anything because, although some of them have gardens, they cannot pay for fencing; and since there is no law compelling farmers to fence their sheep and cattle in, when they are grazed on the mountainside, the animals destroy anything that the villagers try to grow in their gardens.

His wife's shoes

Another difficulty is that they cannot afford to buy coal, so where they can they pay 1s. a week for the privilege of "tipping"—that is, they are allowed to climb the mountainside with other unemployed colliers, and scramble for the bits of coal that are left from disused mines.

Boots are a great trouble to the colliers.

In one place that I visited the wife was out and the husband was looking anxiously for her return. When she came in she threw off her shoes—an easy matter for they were enormous for her—the man hastily put them on and rushed out of the house to sign on at the Employment Exchange!

The picture that remains most persistently with me, symbolising the whole tragedy of the Welsh miners, is that of a middle-aged collier sobbing as he told me how he had worked thirty years in one pit where his father had worked for more than 50 years before him.

My friend had been unemployed for six years; he had eleven children, nine at home and two sons in London looking for work. The children at home had to sleep seven, boys and girls together, in a small room.

The family income was £2 2s. a week, and, as he explained to me, on Thursday they lived on hope, for there was never even a copper left with which to buy food. "I never thought I should come to this, to see my children starve and not be able to help them. Oh, it do daunt me," he said, "for they will never know aught but want!"

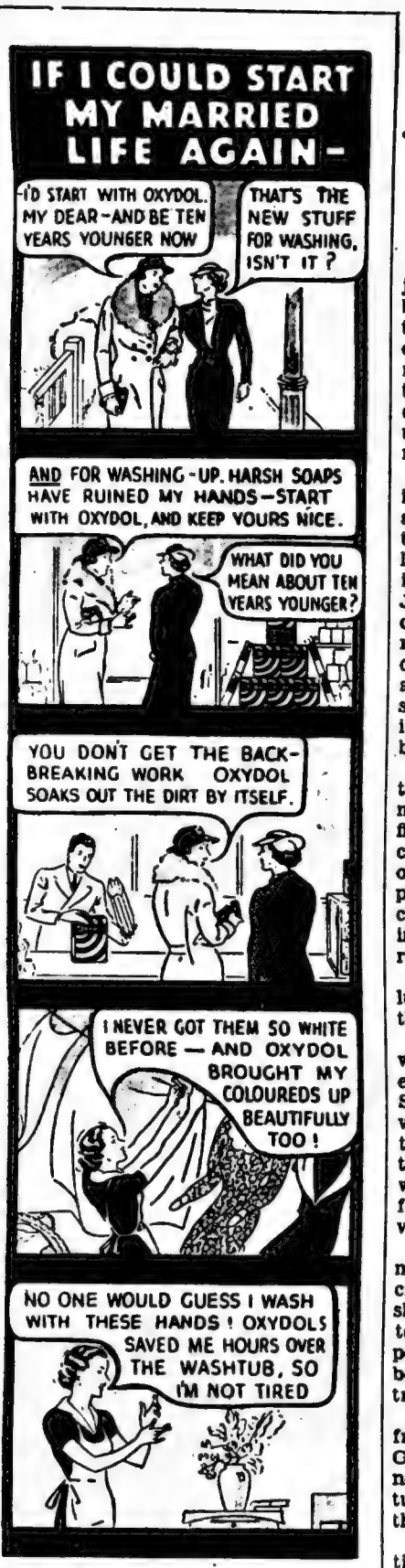
That is the state, not of one miner and his family, but of practically the whole population in those Welsh valleys — valleys lying between mountains with coal bursting from their sides; vast wealth in the mountains, which does not succour the people in the valleys—people who are starving.

No help—no hope!

No wonder the unemployed are "daunted."

Next Week:

In Lancashire


IF I COULD START MY MARRIED LIFE AGAIN-
I'D START WITH OXYDOL, MY DEAR-AND BE TEN YEARS YOUNGER NOW
THAT'S THE NEW STUFF FOR WASHING, ISN'T IT?
AND FOR WASHING-UP. HARSH SOAPS HAVE RUINED MY HANDS-START WITH OXYDOL, AND KEEP YOURS NICE.
WHAT DID YOU MEAN ABOUT TEN YEARS YOUNGER?
YOU DON'T GET THE BACK-BREAKING WORK OXYDOL SOAKS OUT THE DIRT BY ITSELF.
I NEVER GOT THEM SO WHITE BEFORE — AND OXYDOL BROUGHT MY COLOUREDS UP BEAUTIFULLY TOO!
NO ONE WOULD GUESS I WASH WITH THESE HANDS! OXYDOLS SAVED ME HOURS OVER THE WASHTUB, SO I'M NOT TIRED

Lucky bride of 1935! For Oxydol's thick rich lather gets hold of the grubbiness and makes your whites snowy, dazzling and brilliant — your coloureds fresh, crisp and new. And so gently and safely! This same Oxydol lather cuts stubborn scum from greasy pots and pans. So use Oxydol for both washing and washing up. It is kind and soothing to your hands. Big 3½d. packet and the new giant 6d. size.

OXYDOL

GIVES A BIGGER TUB OF SUDS

Thomas Hedley & Co. Ltd., Newcastle-on-Tyne.

By a BRITISH JEW . . .

Every pocket was ruthlessly turned out by brusque officials

MY DASH *into* Germany —*and* OUT!

I HAVE just emerged from an experience I should not care to repeat. As a Jew, I risked my liberty and jeopardised valuable business interests by venturing into Germany in order to find out for myself the true extent of the anti-Semitic persecutions now flourishing under the Hitler regime.

Like most people here in England, I had read and heard much about the "blood and honour" law which has resulted in the half a million Jews in Germany being deprived of citizenship rights and branded as outcasts. And, like the average "man in the street," I had always imagined such reports to be greatly exaggerated.

So, when an opportunity recently arose for me to study conditions at first hand, the urge of curiosity outweighed the obvious risks and prompted me to take a chance which, as I have intimated, I would not readily take again.

As it is, I feel I am lucky to be here to tell the tale.

It happened in this way. Professional interests taking me to Switzerland, I was invited by a Swiss friend to go with him in his car to Germany together with a German manufacturer in order to visit the latter's works.

The offer raised several doubts in my mind. Should I, a Jew, be permitted to cross the frontier? And, if so, how should I be received? Ordinary courtesy forbade any discussion on these points with my German friend, and because of my eagerness to learn the truth I accepted.

But I elected to travel in my Swiss friend's car rather than that of the German manufacturer, which I had noticed was decorated with two miniature flags bearing the Nazi emblem of the swastika.

"Because of my beard I have sometimes been mistaken for a Jew," the manufacturer explained candidly, "so I am obliged to fly those flags for my own safety. But perhaps you are right in wishing to ride with your friend."

This, to say the least, seemed an ominous beginning to our trip. If a respectable German citizen was obliged to take such precautions to guard against possible mistakes, what chance had I got of passing through unscathed?

Still, I had my British passport, and this I proudly produced at the frontier, knowing at least that this document must command respect, whatever feeling the officials might entertain against me because of my creed.

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In this I was right. The passport was laid aside after a cursory glance, but I was not spared the indignity of the closest personal search I have ever undergone.

Every pocket was ruthlessly turned out by brusque officials, who examined every paper. Even my private letters were taken out of their envelopes and all my personal effects examined with most exacting care.

The only excuse offered was that this search was necessary to check the amount of money I had declared I had with me—an excuse which hardly tallied with the fact that they carefully read all my papers and letters!

But search as they would they could find nothing that could possibly be deemed incriminating, and I was at last suffered to proceed, my passport being tossed back to me without a murmur.

But, far from feeling any satisfaction, I now began to regret having crossed the frontier at all! As we drove on a terrible truth impressed itself upon my mind, and I really felt the sinking sensation in the stomach that fiction-writers so frequently describe.

I must have looked my thoughts, for my Swiss companion turned to me questioningly.

"What's the matter?" he demanded. "You've got through that ordeal all right. There's nothing to worry about now; no more frontier guards to pass. We'll drive straight to the factory, make our inspection and be back in Switzerland in time for our evening meal."

"I hope so," I murmured, "but there's one thing I don't like at all; they haven't stamped my passport. *That means that there's absolutely nothing to show how, when or where I entered Germany.*

"Supposing anything happens now and I'm called upon to give any account of myself—what chance would I have?"

My friend looked grave, realising at once the false position in which I was placed. But he tried to reassure me by declaring that he and our German friend could testify in my favour if it came to the point, and perhaps, after all, it was only an oversight on the part of the frontier officials.

All the same, my uneasiness was not dispelled. I had the feeling that I had walked into a trap; that the failure to stamp my passport had been deliberate; yet to have turned back and tackle the authorities about it might have been to run into trouble. So we kept straight on.

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And now, as we began to pass through villages, I had plenty to divert my thoughts from the passport incident, for on every hand I saw ominous placards that proved at once that all the reports I had read and heard about the anti-Semitic campaign were more than true.

Even the smallest hamlets—places where no Jews had ever lived or were ever likely to live—were plastered with conspicuous notices in the following vein:—

"JEWS NOT WANTED HERE."
"JEWS ENTER THIS VILLAGE AT THEIR OWN RISK."
"JEWS ARE OUR MISFORTUNE."
"JEWS AND THE DEVIL ARE ONE."
"JEWS AND DOGS NOT ADMITTED."

At one point, too, I noticed a unique

(*Continued on page 28*)

JOHN BULL READERS' STORIES

Up with the lark

or down with the DROOPS ?

WE all know who is Public Enemy No. 1 when it's time to get up! The 'Droops.' You want to rise early, but the 'Droops' won't let you. But what a clearing of the mind and a brightening of the senses when you take your early morning cup of tea!

It does more than just take the taste of sleep out of your mouth. It stimulates you—gives you zest and zip in the healthiest possible way. Doctors say that, but of course we all know it from experience. And after your cup of tea you're not up in the skies one moment and down in the depths the next. The feeling lasts. And see what an appetite and what a good digestion you take with you to breakfast.

Dispel the 'Droops' with

TEA says Mr. T. POTT

Complexion Beauty

Complexion beauty comes naturally when you use Pears Soap. The smooth, fine lather of Pears cleanses so deeply, and leaves the skin so refreshed. And Pears has a wonderful tonic action which tones up your complexion and quickly brings a beautiful natural bloom. Try Pears today: one cake will prove to you that it is a real beauty soap. And at 4½d. a cake it is the most economical of all good soaps.

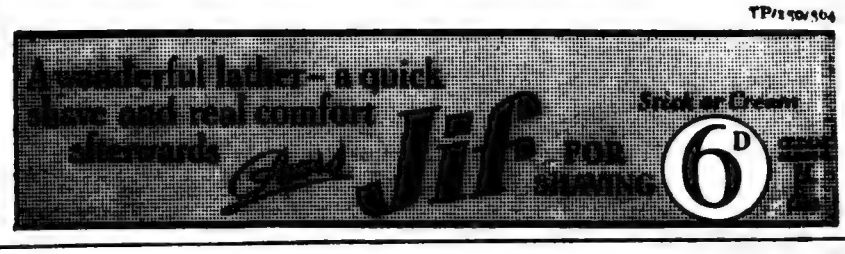
REDUCED TO 4½D

Pears

ORIGINAL TRANSPARENT

The Most Economical of All Good Soaps

TP/1150/504



Libby's
COOKED CORNED BEEF

"This is the BEEF for Shepherd's Pie"

It's so easy to make a really tasty Shepherd's Pie with Libby's ready-cooked Corned BEEF. All you have to do is:

Prepare and slice onions, boil for 20 minutes, drain off. Prepare and cook potatoes, steam off in saucepan until dry. Mash potatoes, add and mix thoroughly the Beef and onions. Place mixture in pie dish and cover with mashed potatoes. Place in oven to heat and brown—then serve.

In family size tins

Sold by all Grocers and Stores

L.C.B. 30. F

When your chest is choked up

Nothing can be so miserable as a cold in the chest that makes breathing painful and sleep impossible. New Mistol Rub on your chest and throat quickly brings comforting relief as its stimulating glow gets to work on the affected part — loosening up congestion. Mistol Rub's new scientific base permits the soothing medicaments to start their penetrating action the moment it's rubbed on your chest. 1/- and 1/9 from all chemists.

RUB YOUR COLD AWAY WITH

Mistol Rub

FOR HEAD COLDS, OF COURSE, USE MISTOL DROPS

Continuing: Dash Into Germany

MY KNEES QUAKE

danger sign, reading as follows: "Caution! Drive Slowly: Jews 60 miles per hour."

It was a Saturday afternoon, and every village and township was astir—not with holidaymakers or people on pleasure bent, but with marching uniformed men and youths, giving the Nazi salute to each other seemingly on the slightest pretext.

The countryside, indeed, resembled one huge armed camp. Even quite small children were garbed in the uniform of the Hitler Youth Movement, and marching to and fro with a great show of gravity, as if such things as games and playing fields were unknown.

On every hand, indeed, was evidence of an entire people, from the youngest to the oldest, schooled relentlessly to an iron discipline and worked up to a pitch of almost fanatical intensity.

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In the larger towns the display of organised and enforced discipline was even greater. There was scarcely a shop or house that was not draped with huge flags bearing the swastika, and at conspicuous corners I saw many of the *Stuermer* showcases of which I had read incredulously back in England.

When we stopped for a time I had full opportunity of studying some of these showcases and of satisfying myself that reports I had read had been in no way exaggerated.

They were filled with examples of the most monstrous propaganda that can ever have been issued against a people. Blind, unreasoning hatred was reflected in every printed line, and there were accompanying photographs, palpably faked to give a distorted impression.

I cannot attempt to describe the foul nature of the libellous allegations made—often in language too obscene for any reputable paper to print. Nor can I believe that the average German, however disciplined and subdued, could be so childishly ignorant as to accept a tithe of these allegations as true. One showcase gave details of a child found murdered, and the old blood libel story was revived—that the child had been killed by Jews to obtain its blood for ritual purposes—a preposterous fallacy that was exploded in the Middle Ages, though probably gaining credence among ignorant folk in Germany to-day.

But while these carefully selected excerpts from the scurrilous *Stuermer* are so widely displayed under glass, it was practically impossible to obtain an actual copy of the paper, as my German friend declined to help me—politely refusing with an eloquent shrug of the shoulders, and implying that although he was ashamed of it, it was more than he dare do to make any comment.

Imagine the position! A responsible business man being literally *afraid* to comment on a newspaper in his own country! It would be ludicrous but for the great tragedy lying behind it—a tragedy in which half a million people are being robbed of citizenship and crushed out of existence.

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I tried to get a copy of the publication in Switzerland, but was told that export from Germany was forbidden, although all the other German publications could be freely obtained. It would seem, therefore, that even official Germany is ashamed of its being seen by foreigners.

Do you blame me if I did not take as much interest in the inspection of my friend's factory that afternoon as I might otherwise have done? And do you blame me for feeling a growing apprehension as we sped back towards Switzerland, wondering if I should ever get out of Germany in safety?

Do you wonder that my knees quaked when we reached the frontier and had to undergo again the gruelling ordeal of a most thorough search by the same suspicious officials?

And do you wonder that I breathed a sigh of unspeakable relief when my passport was finally handed back to me without comment and I found myself free to pass into Switzerland—and safety?

Since my return to England many friends have upbraided me for my folly in running the risk I did, pointing out that had I been pulled up for interrogation that unstamped passport would surely have proved my undoing.

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They share my belief that it was purposely left unstamped by the frontier officials in the deliberate hope that I might get into trouble in consequence.

Well, I came safely through, so why worry? I do not regret the experience now it is behind me, and much as I deplore the cruel and senseless campaign against my race, I realise that the people of Germany are to be pitied, too, for the relentless way in which they are being cowed into participation in displays of hated and tyranny that can find no real echo in their hearts.

To the children, especially, my own heart goes out when I think of their young minds being stunted and distorted under a savage discipline that must in effect rob them of their rights and liberty as surely as the Jews in Germany are to-day being robbed of theirs.

"The Greatest of These—"

He's STILL Fighting

THREE - YEAR - OLD Michael, who is the youngest of six children, lives in Ireland. "I am a British ex-Service man," says his father. "I went all through the Great War. Thank Heaven, I did fight for King George and England, and I would fight again to-morrow if they took me. I am one of six brothers who fought, five in the Army and one in the Royal Navy."

He has now been out of work for over a year, and this ex-Service man, who tramped over the battlefields from 1914 until the Armistice, has had to pawn his boots for 7s. and his own and his children's clothes for 30s. The pawn-tickets were sent to us along with "a little flag of H.M. King George and Mary to show my loyalty to them and their country."

Michael

All that Michael's dad now has on which to keep himself and his family is 24s. 6d., which includes 10s. earned by his eldest boy. Naturally, they lack clothes and bedclothes and many of the necessaries of life.

A solicitor living in the same town as Michael's family writes: "I have known him for the past fifteen years, and I am very sorry indeed that he has fallen into such bad circumstances. Since he lost his position everything seems to have gone badly for him, and it must certainly be a desperate struggle for him to provide for his family out of his dole and the meagre earnings of his eldest boy.

"To my knowledge, the applicant is a man of the strictest honesty, of temperate habits, and of a very industrious nature. I am sure that his most ardent desire is to secure steady employment and be enabled thereby to relieve the want of his wife and six children.

"In recommending the applicant to you, I do so with the knowledge that his is one of the most deserving cases."

The headmaster of the school the children attend, who has known Michael's father for the past twenty years, states that he has found him to be of an exemplary character and that he takes a very special interest in the upbringing of his young family. "I am aware that he finds it very difficult to provide the necessaries of life for his family."

And his doctor, who has known him for three years, says: "He is unemployed and in very poor circumstances."

We shall soon be commemorating Armistice Day, and though the war is now a thing of the past, it is ever present in the minds of many ex-Service men who, but for those sacrificed years, might by now be doing very well for themselves and their families instead of, like Michael's father, having to pinch and scrape and beg, and feel ashamed of the shabby appearance of their kiddies and themselves, as well as having to bear bodily pain.

"My own health at the moment is not very good," writes Michael's father, "as I suffer a lot from rheumatism, and I am very often laid up for days with it. It is the after-effects of the war."

Donations earmarked "Michael," and those for the general fund, should be addressed to the Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2. Lists of subscriptions are kept at the office, and a copy of the current week's will be sent on application.

Race with "Silver Ring"

Half-Breds O.K.

DOREEN JANE, my Cesarewitch selection, ran into the tantalising position of fourth. There are no excuses to be made for Sir Abe Bailey's mare.

I hoped, when our Code selection, Ferrybridge, came up trumps in the previous race, that we were in for a good day. Quashed was the unlucky candidate. She slipped up and almost came down. A backer of Lord Stanley's filly tells me that he notes she is not in the Stud Book and asks what is implied by the omission.

Quashed has won the Oaks, the Prince Edward Handicap and two other events this season, so as regards her racing ability she is top-class. But she is what is known as a half-bred.

At the best of times it was not an easy matter to get into the General Stud Book. No horse or mare is eligible unless both its sire and dam have been accepted in the earlier volumes of the book.

At one time the guardians of the book would accept an animal if a satisfactory pedigree could be proved over the period of a century.

The stock of an animal in the Half-Bred Stud Book are not, as a rule, easy to sell. Among the noted half-bred were Easter Hero, Shogun—who nearly won the Derby—Verdict, Irish Elegance and Beachcomber.

I shall not have another opportunity of dealing with the Cambridgeshire, but I am quite satisfied with Law Court to win and Boethius each-way.

At Newbury I suggest Polly Stephens, Sybil Sherwood and Taj Akbar as likely winners.

"SILVER RING'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, October 24, to Wednesday, October 30.

W N 96 G E D V H J I 95 S O Y 97 L
R 98 T F 94 M P Q C 93 B A K X U Z

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below as the case may be. Example: QKVZ939694 would read HOPLITE. Where a double letter occurs in the name of a horse the figure 2 is substituted. 96KD2SKO would read TOMMAOK.

Palmolive's

OLIVE OIL

benefits your skin in three ways

Strange as it seems, the most universally recognised and valued natural beautifying agent in existence—*olive oil*—is also one of the cheapest and simplest to obtain and to use. In modern times it is *Palmolive Soap* which has brought this wonderful natural specific within the reach of everyone, so that today, as a thousand years ago, it still works its seeming miracles in soothing, softening and freshening the skin and complexion. Its marvellous results have recently been confirmed by the unanimous verdict of 20,000 beauty specialists who declare that, *provided an OLIVE OIL soap is used*, there is *no better way* of preserving the youthful loveliness of the skin than just by washing in soap and water. Palmolive gives you olive oil in its ideal form, blended according to a secret formula with the natural oil of the palm.

3d. *per tablet*

"WHAT'S THE USE?"

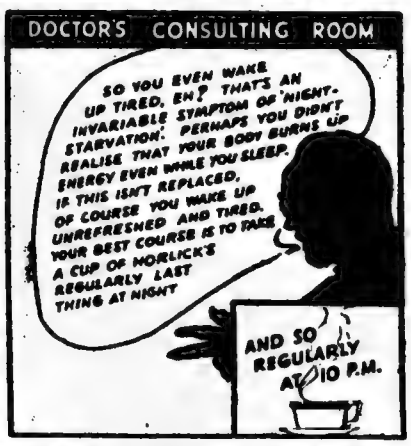
she thought,

"if he can't do his share"

I SHOULD LOVE IT IF WE COULD TAKE THIS PLACE, JACK. THE GARDEN'S A DESERT, OF COURSE, BUT YOU'LL HAVE FUN GETTING IT INTO SHAPE.
TO BE SOLD
YES, I'VE ALWAYS WANTED TO HAVE A GARDEN OF MY OWN. I'LL BUILD A ROCKERY JUST HERE

A FORTNIGHT LATER
HEAVENS! PEOPLE LOOKING AT OUR GARDEN! IT'S STILL IN SUCH A TERRIBLE MESS—I WISH JACK WOULD DO SOMETHING ABOUT IT

YOU KNOW, JACK, I DO WANT OUR HOME TO LOOK PRETTY—WHAT'S THE USE OF MY MAKING THINGS NICE INDOORS, IF YOU LEAVE THE GARDEN IN SUCH A STATE?
YES, I KNOW I DON'T DO MY SHARE, DARLING—BUT I ALWAYS FEEL SO TIRED THESE DAYS. WHY, I EVEN WAKE UP TIRED. I THINK I'LL SEE A DOCTOR.


DOCTOR'S CONSULTING ROOM
SO YOU EVEN WAKE UP TIRED, EH? THAT'S AN INVARIABLE SYMPTOM OF 'NIGHT-STARVATION'. PERHAPS YOU DIDN'T REALISE THAT YOUR BODY BURNS UP ENERGY EVEN WHILE YOU SLEEP. IF THIS ISN'T REPLACED, OF COURSE YOU WAKE UP UNREFRESHED AND TIRED. YOUR BEST COURSE IS TO TAKE A CUP OF HORLICK'S REGULARLY LAST THING AT NIGHT
AND SO REGULARLY AT 10 P.M.

THIS AUTUMN
WHAT A BEAUTIFULLY KEPT GARDEN! HOWEVER DID YOU MANAGE IT IN SO SHORT A TIME?
JACK WORKED VERY HARD ON IT. IT'S BEEN WORTH IT, THOUGH, HASN'T IT JACK?

HOW DO YOU EMPLOY YOUR SPARE TIME?

Do you feel so worn out after an ordinary day's work that you simply can't do anything? Above all, do you still feel tired when you wake up in the morning? If you do, it means you're suffering from "Night-Starvation." Your body burns up energy while you sleep. Unless this energy is replaced as it is burnt up, you wake up with no reserves to carry you through the day.

Horlick's at bed-time guards against "Night-Starvation." It builds up stores of energy, enough to keep you fresh and vigorous all day long. Horlick's is light and easily digested. It is economical too, since the milk is in it — add water only. Prices from 2/-. Also the Horlick's Mixer, 6d. and 1/-.

HORLICK'S GUARDS AGAINST NIGHT-STARVATION

THIS MEANS YOU SLEEP SOUNDLY
WAKE REFRESHED AND HAVE EXTRA ENERGY ALL DAY

Oh, dear!!

what can the mattress be?

It's that Old Family Mattress again — hard and lumpy with old age. Why will people put up with such discomfort when they might be enjoying the luxury of a 'SLUMBERLAND' — the pre-formed edge, self-ventilating mattress that never gets hard or lumpy. From £3. 10. 0 for single beds and £4. 17. 6 for double

SLUMBERLAND

SELF-VENTILATING MATTRESS

Write for Booklet on 'Sleep', with sketches by Fougasse, and fully illustrated catalogue to THE CROWN BEDDING CO. LTD. (*Dept. J.B.*), REDFERN RD., TYSELEY, BIRMINGHAM, 11

IF YOU'VE A BABY

THE LITTLE RED BOOK WILL INTEREST YOU.

The smallest things in life are often the most important. Take, for instance, the "littlest" one—how he rules the family, making mother, father, and all other relatives, too, his absolute slaves.

How we all adore His Majesty the Baby! How terribly we worry if he is not well and bonny!

And that brings us to another small thing of great importance—Steedman's little red book, "Hints to Mothers." If you've a baby you just *must* have a copy, because it deals so practically with all baby's little ailments and tells what to do while awaiting the doctor in those unfortunate times of accident or serious illness.

This booklet is by no means an advertisement, although it discreetly reminds you of those other small, but very important, items—Steedman's Powders.

As you know, being made especially for little systems Steedman's are absolutely safe and gentle, overcoming constipation and inducing healthy regularity while cleansing and cooling the blood.

Sold everywhere at three half-pence per powder. Insist on seeing the double EE on the packet. And in the meantime send a postcard for your copy of "Hints to Mothers," post free if you mention "John Bull," from John Steedman & Co., 270, Walworth Road, London, S.E.17.

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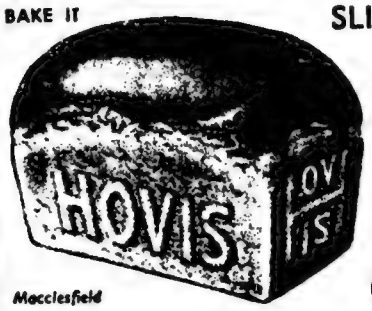

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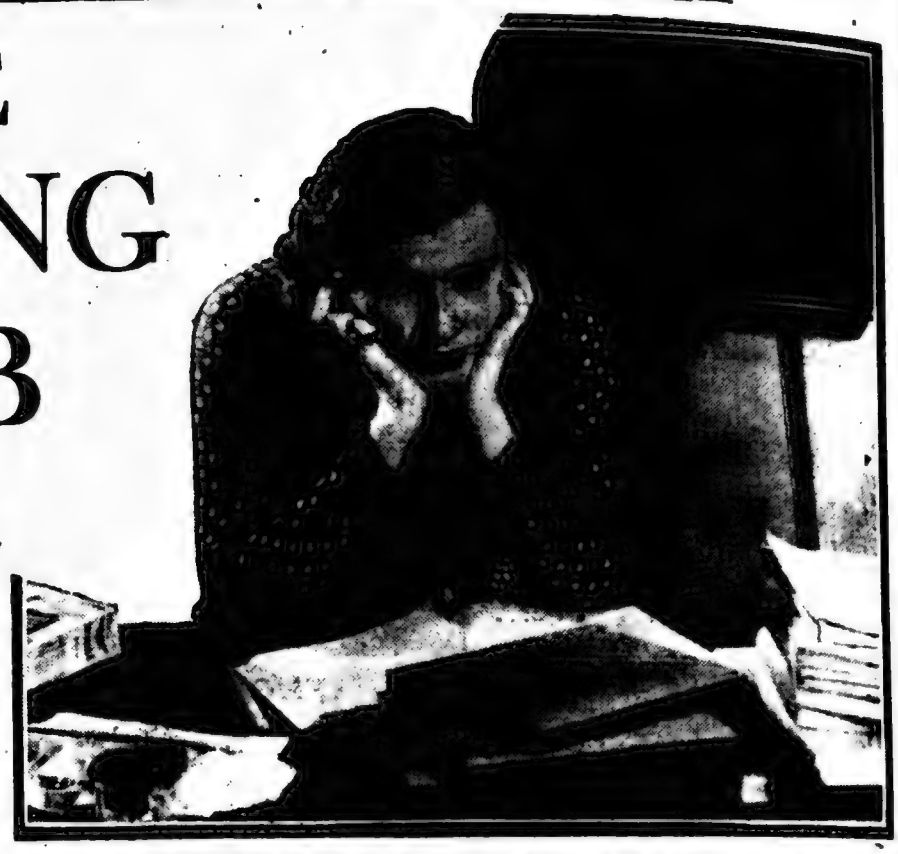
Human Documents probed by Philip Inman

IN THE WRONG JOB



"My parents mapped out my profession for me."—This is often the tragedy behind persons who hate their job

IT is a fine thing when a man is in love with his work. It means happiness to him and good service to his employer. But, unfortunately, there are many people who are not in that position. They are, to use a well-known phrase, "square pegs in round holes."

And parents are often responsible for this state of affairs. They push their children into occupations long before they can know their own minds and for which they are totally unsuited. Then because their hearts are not in their jobs, life to these folk becomes a drudgery and employment simply a means of existence.

Look at this letter from a girl who is in that plight:

My profession was mapped out for me by the family, but I am not at all happy and think that I really must find something else to do. At present I am teaching in an elementary school. I left college last July and I have been in several schools since then, obtaining this my first permanent post in March.

Do you think you could advise me as to any other work I could take up? I have been a considerable expense to my people and I feel I want to repay them as much as I can. I have wondered about taking some Civil Service examinations? Would you give me your opinion of this, please, and if you think it would be advisable would you tell me how to set about it?

I know most people find their work uninteresting and irksome at times and that they usually get over it, but, please, do believe this is not just a passing fad, but that I simply loathe my present employment.

WHAT a pity that so much expense has been incurred on what seems like a dead end. But better a pity than a tragedy. And that is what it will become if this girl continues in her present employment. With the loathing that she has for it, it is essential that she should look for something more congenial.

"What about the Civil Service?" she asks. That is a very wide question. It covers all sorts of fields. The Civil Service is responsible for the Post Office, the Patent Office, the Board of Trade, Inland Revenue, Customs and Excise, and many other services.

My correspondent must find out which department would interest her the most. To help her to do so she should write for full particulars to the Civil Service Commissioners, Burlington Gardens, London, W.1.

But entrance into the Civil Service necessitates an examination, and training for any work, as she herself knows, costs money. Her parents have already spent a good sum on her education. It is up to her, therefore, to save them further expense.

She can do so in this way. She should remain a teacher until she can afford this further tuition. In the meantime, she can prepare for her future work by studying for the necessary examinations during her holidays. Where there is a will, there is always a way.

I know a young man who is anxious to give up schoolmastering for hospital work. He has given up the whole of his holidays to work voluntarily in an institution so as to obtain inside knowledge. Sacrifice of that kind is the high road to success. It is one this girl should tread.

My next correspondent is also anxious to change his occupation, but for reasons entirely different. Here is his problem:

I am employed by a large concern and am under the supervision of a man who, quite frankly, makes my life a hell. He is of a mean and spiteful nature and is as universally hated as the proverbial polecat. For some reason he has taken a violent dislike to me and does not hesitate to let me know it.

Unemployment has played such havoc in our family that I could not possibly contemplate giving up my job. Also I have a sweetheart whom I value too much to risk running the gauntlet of unemployment. Too many couples have parted through that one shadow and I dare not risk what little happiness I have.

I have appealed to my employers to be transferred into another department, but they will not consent.

I am well built and nearly six feet tall. I am rather keen on becoming a prison warder or any other prison servant. It would help me greatly if you could give me any advice about this kind of work. It would make all the difference to my happiness, and with the inspiration of my sweetheart I know I would make good.

In the Army it used to be the Sergeant-Major. In civil life it is the foreman or overseer. And in either case when spite is present the lives of subordinates can be made, as my correspondent says, "a hell."

THIS young man has asked to be transferred to another department, but his employers have turned down his request. There is only one course open to him. He must find other employment. Now, fortunately, he has some idea what he wants to be. In view of his excellent physique I think his choice of a prison warder a good one. Here are the regulations attaching to that work:

The age must be between twenty-four and thirty-five and applicants must be natural-born British subjects. The height must be at least 5 feet 7 inches, weight 133 lb. and minimum chest measurement 33 inches. Emphasis is laid upon three "goods"—health, eyesight and hearing, and character.

The scale of pay starts at 45s. a week and rises to £3 6s. a week, and, in addition, quarters, uniform and medical attendance are provided. There is also a pension at the age of sixty. Further details and an application form can be obtained from the Prison Commissioners, Home Office, Whitehall, London, S.W.1.

MY next correspondent has no quarrel with his employment. His only worry is that he is unable to save much for a rainy day. This is his story:

I am a young man of thirty, in a moderate situation as a clerk and earning £3 15s. a week. My wife and I can manage comfortably on my money, but we cannot save much for old age. Unfortunately my position does not offer much scope for advancement and there is always the risk that later on I may be dismissed to make room for younger blood.

I have been tempted to seek a better post, but even if I found one it may not last and I dread the idea of being unemployed. There is a saying that if you do not progress you will recede, which is always gnawing at my mind. Do you think it applies in the case of a steady settled job? My wife and I do not crave for wealth, but we both hate to think that we might be poor in our old age.

Now, this man is scared by the possibility that as he grows older he may lose his job. He knows his employers better than I do. He can judge whether they are in the habit of doing that kind of thing. If so, then naturally he is perturbed about his future. It is hard after giving a firm long and loyal service to be summarily dismissed for a younger man. These things, unfortunately, do happen. But the same fate might befall him if he found another job. There are not many private concerns where employment is guaranteed.

My correspondent is only thirty years old. Can he not specialise in some branch of his work? Would it not be worth his while to train as a secretary? He could study company law, accountancy, the intricacies of income-tax, etc. This would equip him for a better position either with his own firm or with another concern. Then he might add to his income by keeping the books of doctors, dentists or tradesmen during his spare time.

There are two bugbears in the path of this young man. There is "little scope for advancement" in his present job and he is "not able to save" for his old age. If he travels on the road I have indicated he will destroy them both.

A FEAST FOR 6d.

A feast of genius, a banquet of reading rich and rare—that is "Christmas Pie," the super-magazine for sixpence that will take the country by storm. The profits from its sale are being devoted to the King George's Jubilee Trust.

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"Christmas Pie" will keep you thrilled and happy for hours.

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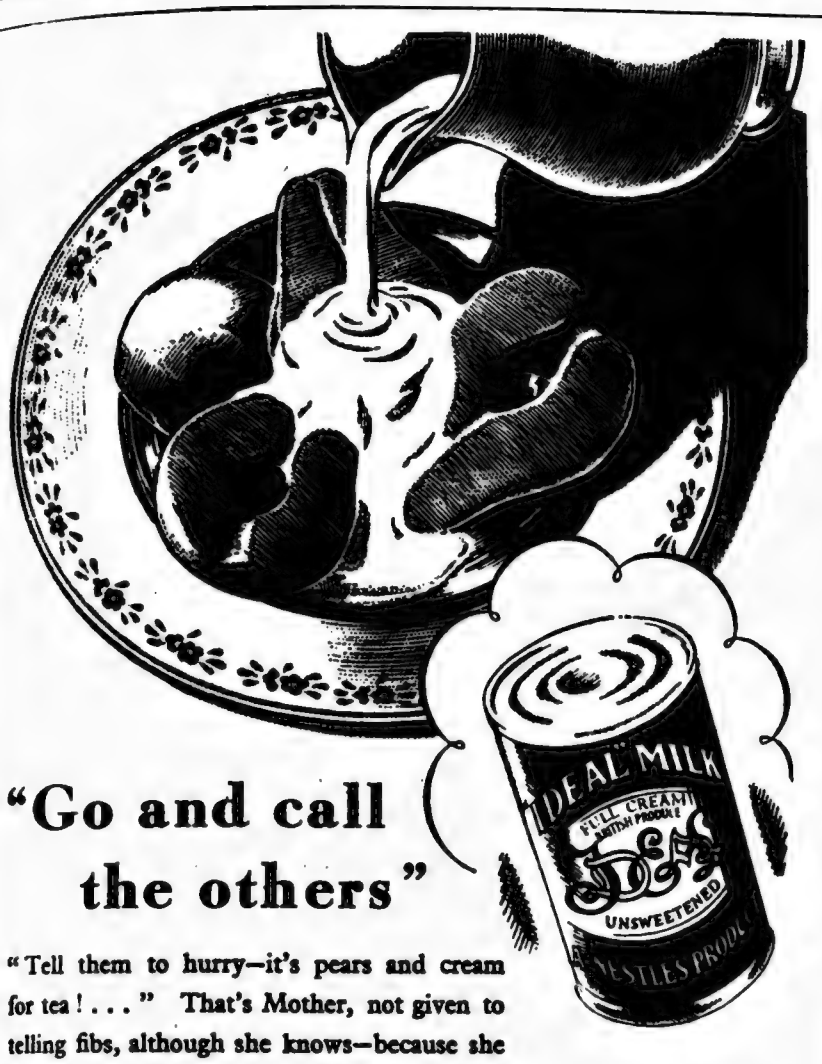
Send your private problem to "Humanist," at 93, Long Acre, London, W.C.2, enclosing stamped envelope. £1 1s. is paid for each letter quoted.



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"Tell them to hurry—it's pears and cream for tea! . . ." That's Mother, not given to telling fibs, although she knows—because she bought it herself—that the cream is "Ideal" Milk. But what can you do when it looks like cream, and pours like cream, and tastes like the creamiest cream? "Ideal" is rich milk from English farms, precisely concentrated to play the part of cream. Choice as cream but very much cheaper—which means we can all have more. And who wants half a helping when it's pears and cream for tea!

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BLUE GILLETTES

200 Years of No. 10

THIS month No. 10, Downing Street enters upon its third century as the official residence of the Prime Ministers of Britain.

It was in October, 1735, that Sir Robert Walpole moved in the last of his furniture and "at length was rid of the joyners, painters and masons" whose hammerings and scrapings outside the Cabinet Room had kept pace with Walpole's tinkering with the fabric of State *inside* that room.

But Walpole's joy at getting rid of the workmen was premature, as the forty-four succeeding tenants have found to their cost. In its two hundred years of history, carpenters and bricklayers have been as constant in occupation as politicians. For No. 10 was run up by a jerry-builder.

Built by an American

There is a story of one Prime Minister who was met in the hall by his secretary, this individual wearing a look of the utmost consternation. At the time a "hustings" was on at which some dangerous and unpopular Whigs were candidates for election.

"What's the matter?" said the Prime Minister, anxiously. "They're in," said the secretary with a groan. "Who," said the great man, "*not* the Whigs?" "No," said the secretary, "the bricklayers."

No. 10 was erected by a Sir George Downing, who put up at the same time, according to a directory of the period, "four or five very large and well-built houses in this pretty open place, fit for persons of Honour and Quality; each with a pleasant prospect into St. James's Park." The wording of that description has a familiar ring.

On the site of the present No. 10 stood Hampden House, a residence of Cromwell's aunt. This house and the land on which Downing Street was built was "granted" to Sir George—but history does not tell us how. We can guess, however.

Sir George Downing was a political grafter of the deepest dye. He managed to work equally well for Cromwell and for Charles II. Pepys and most of his contemporaries mention him with loathing and hatred. It was said after his death that he "left behind only an unenviable reputation for treachery and avarice."

He was an American by upbringing, his family having emigrated there when he was an infant. He was, in fact, the second graduate from what is now the famous Harvard University, and for a time he taught there, before he discovered that politics in England would pay better.

It has been said that he "was interested in building from earliest youth" and that he had erected the rooms in which he lived at Harvard. His most famous, or infamous, job was, however, what is now known as Downing Street. Having built it he got rid of it quickly, and by devious ways No. 10 and No. 11 passed into the hands of the Crown.

Shortly before 1735, George II offered No. 10 to Sir Robert Walpole as a personal gift. He refused it (probably having heard of Sir George's building jobs), but accepted it as a residence and office for First Lords of the Treasury (in which case the Board or Office of Works could be argued with on the repairs bills).

Repairs

Thereafter, No. 10, the well-spring of Britain's Government, the residence of the second ruler of the country, became Heartbreak House to the wives of each successive tenant and a constant liability on his purse.

One Prime Minister's wife described this house for "Persons of Honour and Quality" as "liver coloured outside, squalid inside, with a plague of mad staircases and kitchen arrangements fit for a game in Bedlam."

The kitchen, by the way, is two stories high with a vaulted ceiling like a church, and Mr. Baldwin's chop is still dressed on the five inches thick chopping block which stood there in Walpole's time. The kitchen was only fully used in the days of William Pitt, who lived at the rate of £20,000 a year and had a butcher's bill of £120 a month.

By 1740 the repair bills had begun to flood into No. 10, and the workmen were sagely muttering about "bad foundations." In 1781 the Board of Works lost its temper and practically condemned it as "in a dangerous state." Fifty years later it was still complaining that "although in an apparently substantial condition it seems to require very frequent repairs."

In the interval Pitt had spent £14,000 on repairs out of his own pocket in eight years, and thereafter it has cost each of its tenants about £500 a year in repairs. Sir George Downing should be the patron saint of jobbing builders.

Passages and alleys

That is the building that puzzles or delights all foreigners who come to view its small, eminently respectable front. They can never understand it. No sentries outside and no vast portico befitting the home of the political head of Britain's might and power. Just a solitary policeman standing across the road and instead of floodlights on the entrance a 40-watt electric bulb shining in the eighteenth-century lantern above the door.

The Prime Minister's name is not even on the letter-box. It is simply inscribed First Lord of the Treasury, because it was not until 1905 that the post of Prime Minister received any legal sanction. Before then, constitutionally, the title did not exist!

It is such things which baffle the foreigner, used to the pomp and protection which surrounds the homes of his dictators and premiers.

If he could see inside No. 10 he would think further that it is like Britain's usual policies.

Simple outside, but very deep and complicated inside. It is much larger than it seems, and in the course of centuries of additions and alterations it has become a maze of corridors and trapdoors and passages.

It has passages into No. 11 next door, underground passages to the Foreign Office across the way, another secret alleyway into the Treasury, and other devices which enable a Prime Minister to be in several places at once without being seen by the public.

But with all this fun and historical romance which surrounds the home of Britain's Prime Ministers, most of them have cursed Sir George Downing's little building job and many of them have decided not to live in it, but to use it as an office.

Their sole acquaintance with No. 10 has been limited to the ground floor, where the hall corridor turns sharp left to the double green baize doors of the Cabinet Room with its thick red carpet and its double soundproof windows—"The only room in the house where one can be warm without stifling or cool without freezing," said Disraeli, who suffered from asthma.

A part of the drawing-room at 10, Downing Street. The centre portrait is of Sir Robert Walpole, No. 10's first occupant

It took a woman!

Red-tape has helped to make the living arrangements even more comic and uncomfortable than even the original designer bargained for.

When Mr. Baldwin first came there he had to provide his own coal for the fire in the little room where he had breakfast, and stack this coal separately in the cellars from coal stored there for Government Departments.

When Mr. MacDonald took over he found that if he worked on the ground floor the country paid for his light and fuel. But if he worked upstairs he had to pay for it himself.

One thing the National Government achieved was to get this arrangement wiped out. Now the State will provide light and warmth in any room in the house up to a maximum cost of £200 a year.

A similar victory was scored during the first Asquith Government, but it was achieved *via* Mrs. Asquith. She got bathrooms put into No. 10! History ought to tell us where previous Prime Ministers had to go to get a bath.

What next?

Upstairs in his bedroom, which looks rather like the lounge of a railway hotel, Mr. Baldwin can leave his pipe on a two-ton carved marble mantelpiece before he gets into bed, but he must often wonder whether it is worth it. It is no surprise that he likes Chequers, or that Mr. MacDonald preferred Hampstead.

Perhaps in its third century No. 10 may be changed into a place really fit for Prime Ministers to live in.

It took two hundred years to get a bathroom, but now that they have stopped buying their own coal they may at least hope from this dizzying burst of progress that the vain dream of forty-four previous tenants may soon come to pass.

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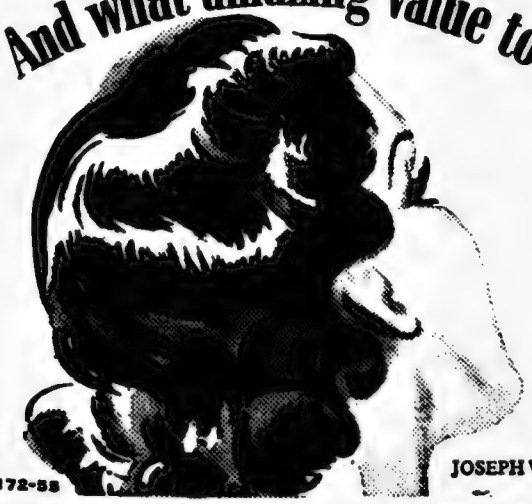

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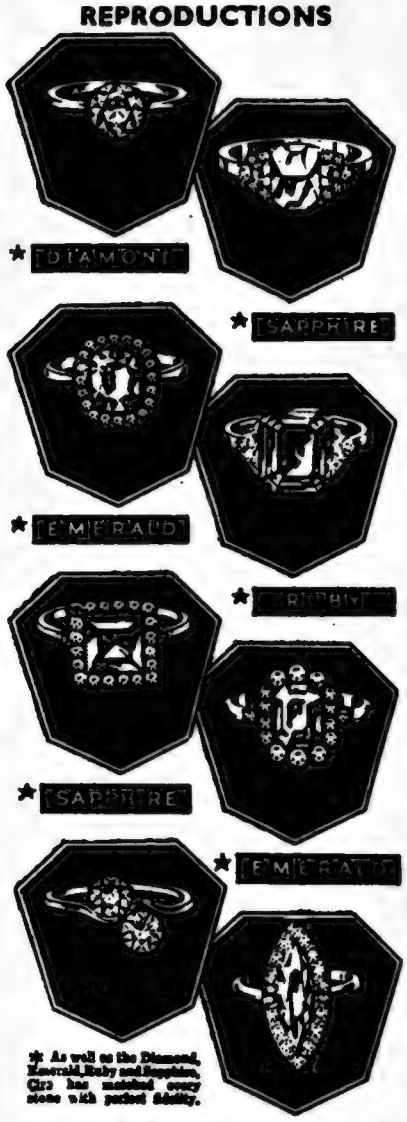

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Good Angels of the VILLAGES

"NURSE, you are an angel. I don't know what we should do without you."

That is what the vicar says. And so says old Mrs. Jones, who has been bedridden for eight years in her little cottage on the edge of the moor. And so says young Mrs. Hawkins, who at twenty-eight has six boys ranging down from nine years to eighteen months, who has just been to say she will want me again soon, and will I please do my best "to make it a girl this time."

I don't always feel angelic myself. I certainly do my very best for the seven hundred men, women and children in the three little villages of which I have charge. On an average I help one baby into the world each week, and I have not yet had a single one die. That is something to be proud of, when you see something of the conditions under which these poor mothers live.

All with £2

But although I give of my very best professionally, I am afraid some of that spiritual idealism which I brought to my humble job when I first left hospital is being ground out of me.

To begin with, it is a terrible business trying to make ends meet. I only get just over £2 a week, and out of that I have to pay the rent of my cottage, keep myself, save up for my old age, and send a few shillings occasionally to help my aged mother.

There is some kind of a superannuation scheme, it is true, but the income I shall get from that in another twenty-five years' time will not be enough to keep me.

If I am lucky, I may manage to get a district some time where my pay will go up to £3 a week, and perhaps a cottage rent free. But that will be where the Nursing Association has plenty of well-to-do supporters. And in the meantime there are far too many districts like mine where nearly everyone is poor—terribly poor.

But let me tell you something of my work.

I am on the telephone, and the Association provides me with a car. I need it, for my district is seven miles long and four miles wide. But scores of the houses can only be approached across fields and moors, and the car is not much use along farmers' cart tracks.

"Be quick, nurse"

This morning the 'phone bell rang at 2 a.m. A midwifery case. Mrs. Smith in one of the cottages at Palmer's Farm. I knew the place. Three miles by car. Then a mile to trudge across the fields. And it was a pitch black night, with the rain coming down in torrents.

I was there soon after half-past two. The anxious husband met me on the doorstep. I always feel sorry for husbands on occasions like this. The poor man was almost beside himself with fright and worry. "Be quick, nurse, there isn't a moment to spare."

But I have seen more of these cases than husbands have, and it was as I expected. There would be at least another six hours before the baby came. Still, I was there, and the only thing was to stay.

It was half-past eight before I brought a smile to that father's face with a big bouncing boy.

Home at nine o'clock, I was too tired to cook myself a meal. I often am. So after a cup of tea I "turned in," hoping to get a few hours' rest before starting my visits to two-weeks-old babies and six regular daily dressing cases in the afternoon.

But at half-past eleven there was a hammering on the door.

"Come quickly, nurse."

In the cause of speed—this District Nurse is provided with a motor-cycle to enable her to cover her area in the quickest possible time

by the District Nurse

It was Abraham Thompson from one of the farms.

"Young Frank Stone's caught his hand in the threshing machine."

I dressed and was at the farm in ten minutes. The boy was scared to death. He had some cause to be, for his hand and forearm were badly torn. In half an hour I had calmed him down and bandaged the wound, and left instructions for the farmer to take him along to the doctor's in the next village for an anti-tetanus injection.

6½ days a week

It was too late to go to bed again. So I cooked some bacon and egg for lunch—and found I was too tired to eat it.

Then the afternoon routine round began.

Mrs. Martin's eight-days-old baby to wash and examine. Mrs. Martin to attend to.

Mrs. Humphrey and her four-days-old son.

Then old Mr. Johnson, who has been bedridden with a bad leg for five years. I washed him, put new bandages on the leg, had a few minutes' chat to cheer him up while his wife brought me a cup of tea and some of the new season's jam. "You must take a jar home with you, nurse," she said. That is one of the perquisites I do get. But most of my patients are far too poor to spare even a jar of jam.

Next on the list is Mrs. Robinson. Cancer. Bedridden for two years. It is a wonder to me how she bears her agony so long. But unpleasant as the task is I love attending her. She is the bravest old woman I have ever met. I wish some of the young women would show as much pluck when they have their babies. Still, I suppose I can understand their fears. It is an ordeal. And four thousand mothers do die every year.

Then I go on to young Benny Roberts, who broke his arm while climbing a tree three weeks ago. He is progressing according to plan, and after warning his brothers how careful they must be not to knock him, I am off again.

Last case of the afternoon, Mrs. Jennings. She has been ill in bed for a week. Her husband does not know what to make of it. I have my suspicions that it is worse than he thinks, and tell him he must call in the doctor. I was right. She will go into hospital tonight. I am afraid she has only a few weeks to live. But neither the doctor nor I dare tell poor Jack Jennings what is really the matter.

And so I get home at six o'clock in the evening. I can manage a meal now, but I feel too tired to cook it. So it has to be cold ham and bread and butter, and I turn in for an early night at eight o'clock, hoping I shall be allowed to sleep till the morning.

Always ready

On an average I get two all-night jobs each week. If I am lucky, I make up the loss of sleep next day. But there are always those routine cases to attend to, and the hundred and one emergency cases that usually occur just when I do not want them.

I get half a day off each week—Saturday afternoon. Then a nurse from another district relieves me. But for the other six and a half days, all round the clock, I am on duty, ready to be called out at any hour.

I get a week-end off every two months—a short week-end from Friday noon to Saturday night. And if I find myself with a free evening any time, I am supposed to be back in the cottage by about half-past ten.

There is a three weeks' holiday for me in the summer, and you can guess I feel I have earned it.

I hear Sir Kingsley Wood, the new Minister of Health, is enquiring into the question of better pay for midwives. I hope he will not forget the District Nurse in the poverty-stricken villages.

THEY'VE GIVEN ME SUCH AN UNCOMFORTABLE BED - I TOSSED AND FIDGETED ALL NIGHT HOW DID YOU GET ON?
DON'T KNOW WHAT THE BED WAS LIKE / I TOOK MY CUP OF BOURN-VITA AS USUAL, SLEPT LIKE A TOP AND FEEL FINE!

Soon after that we received this letter:

Dear Sirs,

I should like to let you know what great benefit I have derived from your splendid product during the past four years. It is undoubtedly a wonderful aid to digestion, sleep and energy, and certainly the best night-cap I've ever yet discovered. All business men who have problems to solve daily should follow my example and start to take Bourn-vita the last thing each night; they will soon wonder why they had not done so years ago. For jaded nerves and a tired restless body there is nothing to touch it; your advertisements are perfectly true, but of course all the Cadbury efficiency and reputation is behind them.

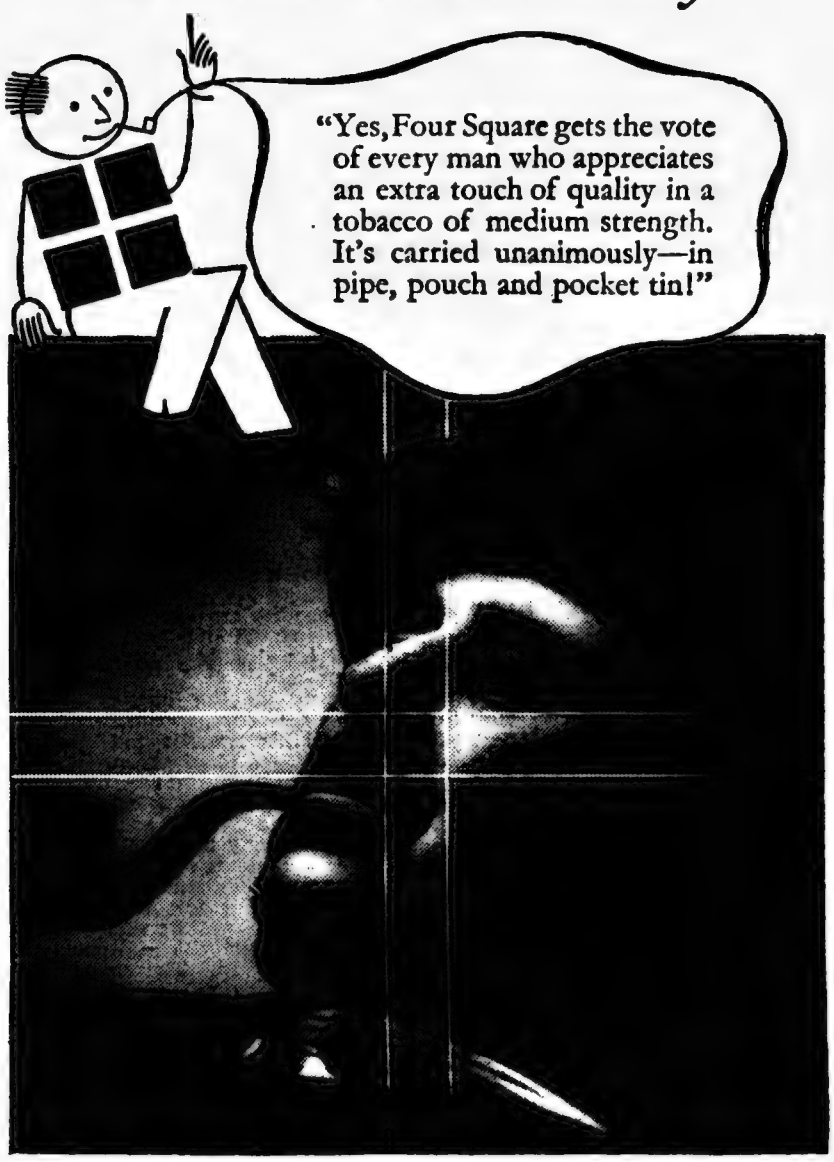
Yours faithfully, (signed) P. P.

last night's **BOURN-VITA** *is helping him now!*

✱**THIS AFFECTS YOU!** You can't keep fit for all you've got to do unless you sleep well and digest your food thoroughly. You will find in Bourn-vita a nourishing food, a fine source of energy, a natural digestive, and the greatest aid to healthful, refreshing sleep. And how you will love this delightful combination of malt, eggs, milk and chocolate!

Bourn-vita is a Cadbury product for digestion, sleep and energy.

Carried unanimously!


"Yes, Four Square gets the vote of every man who appreciates an extra touch of quality in a tobacco of medium strength. It's carried unanimously—in pipe, pouch and pocket tin!"

SIX BLENDS TO CHOOSE FROM

Empire Mixture (*Green Squares*) ... 10½d.	Ripe Brown (*Brown Squares*) ... ... 11d.
Curlies (*Purple Squares*) ... ... 10½d.	Original Mixture (*Blue Squares*) 1/2½d.
Cut Cake (*Yellow Squares*) ... ... 11d.	Matured Virginia (*Red Squares*) 1/3d.

Sold in the new easy-to-open 1-oz. and 2-oz. vacuum tins. All Blends are Medium Strength.

FOUR SQUARE

Quality Tobaccos & Cigarettes

MY CIGARETTES, TOO, bring the famous Four Square quality and flavour to cigarette smokers! Finest Matured Virginia Oversize.

Flat pocket tins 25 for 1/6

BEFORE BREAKFAST

Get the Mackenzie daily health habit. Keep a bottle in your Bathroom. Use on rising and at bedtime and keep FIT.

Price 1'6

Also in handbag size, with screw top, 1'3. Sold everywhere.

& BEFORE BED

For Colds, Influenza, Catarrh, Headache, etc

Good Cooks use BORWICK'S BAKING POWDER

THEY'D BE LOST WITHOUT IT!

"LIFE HARDLY WORTH WHILE"

Woman Who Was in Despair.

"Some time ago I became so miserably weak and depressed that life seemed hardly worth while," says Mrs. Box, of 39, The Ferns, North Street, Bristol. "I lost all my energy and found it very difficult to carry on. I was extremely nervous and suffered from sleeplessness. When I got up in the morning I felt lifeless and utterly unfit to tackle my household duties.

"I was in despair when at last I decided to try Dr. Williams pink pills. What a difference they soon made! In a few days my nerves became steady; I was able to get a real night's rest and rose in the morning feeling full of energy and fit to look after my family. I can truly say that Dr. Williams pink pills have made a new woman of me."

There is a scientific reason behind the wonderful results obtained from Dr. Williams brand pink pills. In simple language it is this: these pills actually create new, rich blood, and this new blood carries new life and energy to every part of the system.

You, too, can gain new health by taking these pills—but ask for Dr. Williams; 1s. 3d. a box (triple size 3s.). If these pills do not benefit you, the proprietors will refund your money.

Three Huge Successes in "John Bull"

Crossword No. 324

In the above Competition, correct solutions were received from the following three competitors, who share the £4,000 offered:—

E. M. Jackson, 38, Abbey Road, Sale, Cheshire.
E. Kimber, 60, Lavender Gardens, Clapham Commons, S.W.11.
J. Taylor, 17, Kingsbury Road, Erdington, Birmingham.

To each of them, subject to the conditions of the Competition, a cheque for £1,333 6s. 8d. will be sent.

Any other entrant who claims to have sent a solution eligible for a share of this Prize must demand a scrutiny by First Post, Tuesday, November 5, sending £1 Scrutiny Fee, copy of solutions and Postal Order number. Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the Award of £600 to Runners-up. This Prize has been divided between the following 34 competitors from whom we received solutions containing one error and who will each receive £17 13s. An extra £400 will be shared among the Runners-up who submitted four or more coupons in the same envelope.

34 Runners up—1 Error Each

Alder, G. C., Church Lane, Eston, Middlesbrough; Arden, A. W., 73, Maple Ave., Macclesfield, Ches.; Bickers, E. R., 30, Alexandra Rd., Gt. Crosby, Liverpool, 23; Bird, Mrs. C., 24, Kelburne St., Rotherham, Yorks; Blantborn, H., 28, Broomfield Drive, Reddish, Stockport; Bucknell, Mrs., 96, Cranbury Ave., Kingston-on-Thames; Case, T., 7, Windsor St., York; Clayton, T., 24, Chaplin St., Lincoln; Dundas, J., 19, Harcourt Terr., Dublin; Harrison, F. V., Newlyn, Gendowgate, Urmston, Lancs; Irons, G. G., 93, Burnes Rd., Thorpe Bay, Essex; Jackson, Mrs. D., 34, Mills Hill Rd., Middleton Junction, Lancs; Lamont, M. & A., 9, Gordon Rd., Seaforth, Liverpool; Lewis, C. R., 36, Purley Oaks Rd., Sanderstead, Surrey; Marron, Miss E., 40, Chenard Gdns., Belfast; Marshall, J., 210, Portland Rd., Nth. Norwood, S.E., 25; Meredith, Mrs. E. D., 88, Wimborne Rd., Southend-on-Sea; Meredith, P. J., 88, Wimborne Rd., Southend-on-Sea; Millet, Mrs. D. G., 48, Molyneux Rd., Waterloo, Liverpool; Nash, Mrs., 95, Townsend Rd., Southall, Middx.; Palmer, Mrs. M. E., 18, Batchwood View, St. Albans; Phillips, W., 4, Hirwaun Terr., Merthyr Tydfil; Robertson, Mrs. J., 45, Cromwell Rd., Heaton Pk., Manchester; Rowlands, S., Llanfair, Harlech; Sawey, Miss A., 15, Percy St., Bootle, Liverpool, 20; Swindell, Mrs. L., 69, Oxford St., Rugby; Thrupp, F., Nottingham Rd., Chaddesden, Derby; Turner, J., East Halton, Habrough, Lincs; Warner, Mrs. J., Rosevina, Stevne Rd., Bembridge, I.O.W.; West, A., 33, Wellmeadow Rd., Lewisham, S.E.13; West, Mrs. E., 33, Wellmeadow Rd., Lewisham, S.E.13; Whittaker, G., 40, Moss St., Gt. Harwood, Lancs; Wilson, M.,c O., 1, East View, Oakamoor, Stoke-on-Trent; Wilson, G. F., 43, Fir Tree Walk, Enfield, Middx.

I LIKE "MANSION"

Because it gives a lasting polish.

The millions of women who use Mansion Polish find that there is no need to spend so much time taking care of their floors. 'Mansion' gives such a lasting polish—one application is sufficient to keep a floor looking beautiful for days and days. Just a dust over brings up the brightness as fresh as ever. And in addition to the time and trouble 'Mansion' saves in polishing it ensures a fresh, clean surface, and its antiseptic properties protect the home from harmful dust germs. No wonder Mansion Polish is used in so many well-kept homes.

Think of the trouble you save by using

MANSION POLISH

for Floors Furniture and Linoleum

Tins 3d., 6d., and larger sizes

MP/AG/37

RIZLA FILTER TIPS every time!

—says the Open Air Man

I smoke quite a lot and these Rizla Filter Tips save my throat and, incidentally, my pocket.

How's that? Well—I bought a Rizla One-Hand Pouch for 4d.; the ingenious machine on the Pouch makes perfect Filter-Tip Cigarettes in a moment. A penny packet of Tips makes 10 extra cigarettes, or 30 to 35 from an ounce of tobacco, saving me nearly £10 a year.

Take my advice—get a Pouch to-day and start making your own, with Rizla Filter Tips—

1d. and 3d. Packets

USE ONLY RIZLA CIGARETTE PAPERS

The patrols will always get you out of trouble—even if you are as deeply involved as this

Wise Man of the Road

A FEW days ago a man and his wife set out from their home in Hampshire to motor to Eastbourne, where they intended to spend the day. About thirty miles from home the wife suddenly remembered that she had left the gas burning under the stew which she had prepared for supper on their return.

It was a dilemma. To go back home meant spoiling the day. To leave the gas burning would mean a ruined saucepan and no supper.

Then one of them had a brain wave. What about the A.A. man?

They stopped the next patrol they met, gave him the key of their house, told him the address, and asked what he could do about getting the gas turned off.

The man took the key and said he would do his best. He passed it on to the next patrol, who in turn passed it on to a third. Like runners in a relay race, they passed the key from one to another until finally it reached the district inspector of patrols.

He went to the house, opened the door, walked into the kitchen, and found that the gas had been turned out all the time!

A strange job to ask an A.A. man to do?

But not by any means stranger than many of the posers set on the road by members of the Automobile Association.

For instance, a few hundred yards outside a little Yorkshire village a patrol came upon a motorist in trouble with his trailer caravan. The coupling had snapped, and he did not know what to do.

The position looked pretty hopeless until they saw there was a house near by with iron railings. They approached the woman who lived there, and asked if they could have one of the railings.

This suggestion did not appeal to her at all. But she said they could have a bar out of one of her grates instead. They took this, and the patrol found at the bottom of his kit-bag some bolts and nuts which fitted some holes in the fire-iron. Using these they were able to hitch the caravan to the motor-car in a few minutes and get it to the nearest garage

Elopements, too!

A man on duty at an A.A. box in Hertfordshire saw a 'plane making what appeared to be a forced landing in a neighbouring field. There did not seem to be anything wrong, however, so he did not worry until he saw the pilot running towards him. The 'plane was not seriously damaged, but the fabric of the wings was badly torn and in that condition it could not rise.

What could they do in the emergency?

They thought for a minute or two, and then the patrol remembered his first-aid outfit. He took his roll of sticking plaster, cut it into ten-inch strips, and strapped the torn fabric together. Away flew the pilot quite happy.

On another occasion a patrol was on duty at an A.A. box on the main road to Scotland, a few miles south of Gretna Green. Suddenly his telephone rang, and, picking up the receiver, he was asked to stop a couple eloping to Gretna Green. He was given the number and a description of the car.

While he was still talking in the box the car went past. He dropped the receiver without disconnecting, jumped on to his motor-bike and started in pursuit. In two or three miles he had overtaken the fugitives, stopped them, and told them they were wanted on the telephone. He thought, of course, it was an irate parent on the line.

The downcast looks of the young boy and girl clearly showed they thought the same. "Hard lines," the patrol thought, "when they were so near Gretna Green." However, after a little persuasion, they agreed to come back and talk to the man on the telephone.

Imagine everybody's surprise when it turned out to be the manager of the hotel a few miles back along the road, where they had had lunch. He wanted to tell them they had left a suitcase behind.

Going along a road on a frosty morning a patrol was astonished to hear cries for help coming from the other side of a hedge. He dismounted and went to see what was the matter.

In a ditch on the other side of the hedge he found a man who had been sleeping out. "For heaven's sake come and help me," he called out, and as the patrol got nearer added, "I've got an artificial leg. The cold has got into the bally thing and I can't get up." Once he was standing up, however, he quickly got it into working order again.

The local head office of the A.A. at Norwich received a telephone call one morning about 11.15. They were asked to stop a blue car which was touring in Norfolk and to ask the driver to return the vacuum cleaner, the motor propeller and the watering can which were stowed away in the back of the car.

By 2.30 the car had been stopped by a patrol on a lonely by-road near Cromer and the message delivered. The driver had been staying with friends, the articles in question had been dumped in the car while it stood in the garage, and he had driven away without knowing they were there.

Where and why

To answer questions which are asked on the road are perhaps the strangest jobs patrols have to do. Not long ago a car pulled up beside a box in Buckinghamshire and the driver said to the A.A. man on duty: "We want to settle a bet. How fast does the River Rhine flow past the city of Coblenz?"

"I'm sorry, sir, I can't tell you that," the patrol replied. "But if you'll give me your name and address I'll send the question on to head office and they'll let you know."

Another poser was put to a man on duty at a crossroads near Leek, in Staffordshire. "What route," a motorist asked him, "did Charles II follow in his retreat after the Battle of Worcester?"

He also had to confess that he did not know, but took the name and address, and in a couple of days the enquirer received from head office the whole route marked out in detail.

Quite frequently doctors who are travelling to a patient and have left drugs or instruments behind ask an A.A. man to telephone their surgeries with instructions as to what is to be done.

Other strange questions put to patrols are: "Where can we see glow-worms?" "Where can we see some windmills?" and "Where can we hear nightingales?"

ASK A POLICEMAN

OUR police are "just wonderful" according to our foreign visitors. There are certainly few emergencies to which they cannot rise splendidly. Not without reason has "Ask a policeman!" become good advice.

Yet no man—not even the ubiquitous policeman—can be a master of all trades, as a Clydebank constable would be one of the first to admit.

When, during a rainstorm so severe that it seemed as if the heavens had burst, he surveyed the torrents of water pouring back through a choked waste-pipe at his house he knew at once that a plumber was necessary. This was no police job.

But water was covering all the downstairs floors while the search for a plumber was still in progress. It rose and rose until there was six inches of water everywhere when the man of pliers and washers arrived.

By then the house was in a sorry mess, and it was not without distress that that police-constable surveyed the ruin to his furniture and floor coverings.

* * *

Nevertheless, if you want good advice about floods ask that policeman. He would tell you to do as he did. Because he had qualified for the wide benefits of JOHN BULL'S unique free insurance scheme—flood damage is one of its many benefits—we paid for the damage to his personal possessions.

Listen to the policeman, turn to page 6 and fill in the simple coupon that will register you under this free insurance *now*—you never know when you will need our help.

You'd never think he was once a dainty feeder

HE'S fed on ALL-in-ONE now and, like every other dog, he finds its delicious "meatiness" simply irresistible.

He's in glorious condition too, for ALL-in-ONE contains *all* the Vitamins, Whole Wheatmeal, correct proportions of Carbo-Hydrates, Phosphates, and the Iodised Mineral Salts necessary for the maintenance of perfect canine fitness. It is unequalled for keeping the blood pure, the skin healthy and the coat in perfect bloom.

ALL-in-ONE is no trouble to prepare; simply add hot water, milk, gravy, or soup, allow to cool, and you have the most delicious meal a dog could wish for.

To give your dog mealtime joy and wholetime health start him NOW on—

ENTWISTLES

ALL-IN-ONE

KENNEL MEAL

From Dog Food Shops, Grocers, etc., in **6d.** *&* **1/-** *bags,* **4½d.** *&* **9d.** *cartons, and loose at* **4½d.** *per lb.*

★**FREE TRIAL SUPPLY** We would like you to see how your dog will relish ALL-in-ONE. A postcard will bring a generous FREE trial supply. (Please mention name and address of your usual Dealer.)

ENTWISTLES LTD. (Dept. J.B.), Vulcan St. Mills, Liverpool, 3.

Look out for Window Displays entered in the "John Bull" National Window Display Contest! Get details of £100 Slogan Competition!

£10 MUST BE WON!

Write a fourth line for this rhyme in the space above and win a substantial money prize.

£10 is being offered each week by the makers of Zubes in quick and easy competitions. Write the last line of the rhyme above in the blank space left for it, and send it, together with your name and address and the wax paper disc from a tin of Zubes or one of the bags in which Zubes are sold loose, to ZUBES RHYMES, Messrs. F. W. Hampshire & Co. Ltd., Derby. November 2nd is the closing day, so hurry! If your last line is considered the best by the judges (whose decision is final), £10 in cash will be yours. No. 2 of this series will appear in this paper next week. Be sure to keep Zubes by you throughout the winter months to protect your throat and chest from huskiness, hoarseness and other trying complaints.

GO-SUCK A ZUBE

ZUBES

Zubes are best for Throat & Chest

In flat tins 3d. & 6d.
Loose 2½d. per ounce

One Jar *must give you* White, Smooth Clear Skin

DOUBLE YOUR MONEY BACK

ACCEPT THIS AMAZING OFFER TODAY—

If you want to get rid of blackheads, enlarged pores and other blemishes, obtain a radiant new skin beauty, get a jar of Tokalon Vanishing Skinfood to-day. It contains predigested dairy creams and olive oil, with marvellous whitening and tonic ingredients. These dissolve away blackheads, tighten up enlarged pores; make the darkest, roughest skin soft, white and smooth. You will be astonished at the tremendous difference it makes in only one or two days. In a week your fresh, clear complexion will be the admiration and envy of all your friends. With every jar goes this amazing guarantee. If you are not absolutely delighted with results, post the jar, even if half used, direct to Tokalon Ltd., Chase Road, London, N.W.10, and we will send you without question *double the purchase price.*

PILES

Sufferers from the maddening irritation, the exhausting, agonising pain caused by piles! Do not wait until piles (haemorrhoids) reach such a terrible state that a serious operation may be necessary. Ask your chemist all about this special remedy. He knows the ingredients from which this inexpensive and scientific remedy is made. He can show you, too, the special applicator fixed to each tube of Man Zan, which makes the use of this soothing, healing unguent so clean and simple.

Man Zan is no ordinary ointment. It is prepared for one purpose only—to end the irritation, allay the inflammation and definitely banish piles. From the very first application you feel the irritation and inflammation ending, and if you will only persevere, never more will you be tortured with the agony of piles.

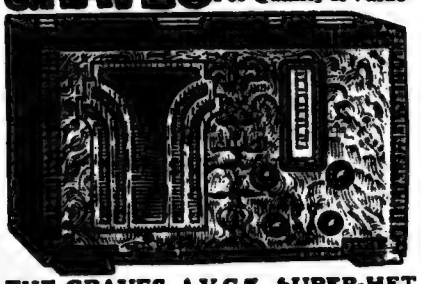
Man Zan Brand Pile Remedy is sold by chemists everywhere, price 3/- (including special nozzle applicator). Remember the name of this splendid remedy—

ManZan

BRAND

PILE REMEDY

GRAVES Beats the World For Quality & Value



THE GRAVES A.V.C.5. SUPER-HET ALL-ELECTRIC RECEIVER is an immensely powerful long-range Set, built to operate on any Electric Light (A.C.) Circuit, and offered at a world challenging price on the Easiest and Fairest Terms of payment ever made

It is the last word in Radio excellence, having many exclusive features and possessing ample capacity to maintain the highest quality reception at any desired strength. Simple to control and operate. 5-Valve circuit of unsurpassed efficiency with fully delayed & amplified system of Automatic Volume Control Provided with Noise Suppressor Switch. Full Vision Illuminated Tuning Scale. Variable Tone Compensation. Large Capacity Moving Coil Loud Speaker. British Valves. Terminals for Gramophone and Extension Loud Speaker. Beautifully marked walnut cabinet in two shades. Size: 21 x 13½ x 9½ins. The Outfit is Complete in every respect including Aerial and Earth equipment. Nothing else to buy. Securely packed and Carriage Paid to destination. **£12.12.0**

12/6 NOW

Easy Terms: 12/6 now, and 12/6 monthly.

IT IS HIGHLY IMPORTANT you should understand that nothing is added to the price for the convenience of easy payments. The price quoted is all you have to pay.

Mr. C.E.B., Gilfach Goch, writes:—"The Set is worth every word of its praise and I am delighted with its clear tone and volume. I can get both English and Foreign Stations with an indoor aerial.

WRITE FOR CATALOGUE and full specification of this and other high-class sets for Batteries or Mains. Post Free.

J. G. GRAVES LTD. SHEFFIELD.

After 22 years!

RACKING COUGH removed by FAMEL SYRUP

Here is an extract from one among thousands of letters sent to us :—

"*I feel I must let you know how your wonderful syrup has chased away my cough. I have had a racking cough now for over 22 years and have spent pounds on different mixtures, all to no good. I got a 1/6 bottle of Famel Syrup and got relief from the very first dose. Afterwards I got a 3/- bottle and before it was finished my cough was quite gone. We have recommended Famel Syrup to several friends, and they have passed the good news on to others. I am gratefully yours,*" C. C. P. . . . . .

They are no strangers to us all—people with everlasting coughs. Often they are quite little coughs — hardly more than a clearing of the throat. But they keep on — and on — all day and every day. For months. *For years!* Until they hear or read about Famel Syrup and find relief at last.

FAMEL SYRUP CAN DO THIS FOR YOU

For Famel Syrup is not the ordinary cough mixture. It is a scientific product made to an original formula, and many doctors and sanatoria all over the world prescribe and recommend it. Even when hope has faded quite away, sufferers have found that Famel Syrup is almost magically different in its effect. Its soluble Lactocreosote is actually carried by the blood stream to the root of the infection to destroy the germs which cause the cough. When you begin to take Famel Syrup you feel immediate relief — the coughing is less frequent as well as less painful. You soon feel bucked up by the Syrup's tonic property. Appetite is better. And suddenly you realise that the cough has gone.

Famel Syrup can, and will, put "paid" to your cough this winter. Buy a bottle for your cupboard *now*.

FAMEL *brand* **SYRUP**

It goes to the ROOT of your COUGH

1/6 *and* 3/- (*triple quantity*)

Distributors: Wilcox, Jozeau & Co., Ltd., Harp Works, North Circular Road, London, N.W.2

BRITAIN'S housewives do not believe everything they see and hear. They shop these days with an astuteness, a taste and a discretion that does them credit. They make every penny go four farthings' worth of distance.

There is one erroneous idea, however, in which far too many housewives are apt to believe, and that is that if it were not for the colossal sums spent on advertising goods would be cheaper.

This is a fallacy. Advertising on the modern scale has resulted, not only in cheaper commodities, but in commodities that are purer, of better quality, and of greater utility than ever before.

The advertisement is the housewife's sure shield against deception and inferiority. Branded goods are goods branded in her cause! They ensure, not only that she can get the best, but that she is decisively warned against what might be the worst.

She benefits

Obviously, behind a branded article lies the reputation of the manufacturer. His trademark is his hallmark. By it he stands or falls. And his announcements are accepted in quarters which would be the first to refuse them were there any legitimate doubt as to their authenticity or to the standard of the goods advertised.

Advertisements explain to wholesaler, retailer and shopper the merits or advantages of the commodity, and it is partially sold even before it reaches the counter.

The demand governs the supply—and the greater the supply, the cheaper can and does become the article. In this direction also the housewife benefits.

Perhaps the best advertisement of all is personal recommendation, but how can this come about speedily and on any large scale until the article has been made known to the greatest possible number?

Advertising is a searchlight. Study any given commodity through its medium and you will see clearly its merits. If it is not what is claimed for it, then its faults are clearly shown up.

The very last thing in the world that an advertiser wishes to do, if he has any doubts in his mind as to the worth of his goods, is to handcuff them to a trademark that is to enjoy national circulation and prominence.

Since the Great War the growth of branded articles has been tremendous. They are trusted and respected. People realise that in buying them they are eliminating risks.

Great strides

Just think for one moment of all the things we eat and wear and use that are allied to trademarks or names that are known in every household.

Glance for one moment in your larder and see those things there that are sold under names as familiar to you almost as the name of your own street.

The pages of this issue of JOHN BULL will alike convince you of the forward strides which have been made in the successful advertising of branded goods.

The motor-car industry and radio are two outstanding examples of the popularity of branded goods. Who would dream these days of entering a wireless shop just to "see any old set" at any old price?

The confidence which has been inspired by branded goods is one of the minor miracles of the domestic age.

It has taught housewives not to be afraid of the best! It has destroyed for ever that old failing of knowing just "*the price of everything and the value of nothing.*"

It has taught them to shop warily as well as thriftily, to compare values, to recognise the inferior at a glance.

It has urged people on to a higher standard of living. In that direction it has had a profound influence on the health of the nation. Children, for example, have never before been fed so scientifically or so well. That is due to a large extent to branded foods.

But not only in print do you find the power of advertising. The man who plays a tremendous part in exploiting the best of the branded goods is the retailer . . . your own shopkeeper.

Lord Leverhulme, in a message to JOHN BULL, says: "A good window display is one of the best forms of advertising both for the retailer and the manufacturer, for it attracts the attention of the prospective purchaser at the very spot where the goods desired can be bought.

"Through the medium of the shop-window the trader can bring to the notice of the public new products, goods in season and in fashion, and can reinforce the manufacturer's publicity in the Press and on the hoardings.

The mouthpiece

"Retailers therefore would do well to study current advertising on the hoardings in their neighbourhood and in the Press, and by displaying the goods they see advertised take advantage of the manufacturer's publicity

"I therefore congratulate JOHN BULL on launching its third National Window Display Contest."

The shop window is the mouthpiece of the store. And the retailer who aims at bright and cheerful windows, frequently changed, well stocked, giving prominence to those branded goods that merit it, is giving real service to the public and building increased business for himself.

It is for this reason that housewives in all parts of the country—the village as well as the city—are taking an absorbing interest in JOHN BULL'S third great national Shop Window Display Competition, now in full swing, benefitting not only a nation of shopkeepers, but a nation of splendid housewives.

Every bona-fide shopkeeper should turn to page 7 and send in the "John Bull" Window Display Contest application form at once.

"The confidence which has been inspired by branded goods is one of the miracles of the domestic age"

SAFETY for the HOUSEWIFE

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent 2/6 is paid to the sender of each item published. Mark envelopes "Side-Slips."

DUDLEY HERALD :—" . . . was summoned for assaulting ——— and for damaging drinking CLASSES."

DAILY MIRROR :—" . . . which seems to be reducing fat people by giving EJECTIONS."

CARDIFF TIMES :—" . . . have drafted a manifesto which will be circulated in the coalfield for a flat rate increase of 2s. per SHIRT."

THE ABERDEEN EVENING EXPRESS :—"Natives of foreign countries were granted certificates of naturalisation and swore OATS of allegiance."

EDINBURGH EVENING NEWS :—" . . . who pleaded guilty to having stolen a BATTLE, a quart of sweet milk, a towel, three handkerchiefs . . . ."

BRADFORD TELEGRAPH AND ARGUS :—"The *Neuralia* will be back in time to take her ordinary place in the trooping season's schedule when she is due to depart for Egypt and the EATS."

BIRMINGHAM EVENING DISPATCH :—"A board cut to fit over the top of the bath will hold the ASH-tub and leave plenty of space for clothes as well as soap flakes and the like."

THE NORTHERN SCOT AND MORAY AND NAIRN EXPRESS :—"Young people coming out of the shop at 12 o'clock were inclined to make a NOSE."

DAILY TELEGRAPH :—"At least one meal should consist of dry biscuit, which, apart from its FLOURISHING properties, provides exercise for the dog's teeth and jaws."

A GOOD shave makes a world of difference to a man's appearance. But no one can expect to make a clean sweep of stubborn bristles if he uses ordinary soap. It isn't made for the job! Lever's Easy Shaving Stick *is*. The quick, rich lather of Lever's Easy is just what the razor needs to make shaving easy and comfortable. Besides, Lever's Easy costs only sixpence and lasts for 100 perfect shaves. Get a Lever's Easy put down on to-morrow's shopping list.

100 SHAVES FOR 6d

A *LEVER* PRODUCT

E 242-172-35

If you're feeling UNFIT . . . . . .
Turn to page 5 for remedies that relieve suffering.

"START WITH BONDMAN OLD SON

LLOYDS'

BONDMAN

is always FRESH

– it's packed in Vacuum Tins

● BONDMAN RICH RUDDY VIRGINIA 11½d per oz.
● BONDMAN EMPIRE BLEND • • • 10d per oz. (40)

Richard Lloyd & Sons (Branch of Cope Bros. & Co., Ltd.), 83, Clerkenwell Road, London, E.C.1

SEPTIC THROAT BANISHED in 4 DAYS

"Just recently I contracted a **severe septic throat.** The prescribed treatment for this was hourly gargles, etc. Having exhausted the supply of gargle one evening, a friend persuaded me to try T.C.P. Solution. It proved to be the best advice I had ever taken. Your preparation proved truly marvellous, and in about **four days it had entirely cleared up a really dreadful throat,** and I feel it only fair to tender you my heartiest thanks." —Yours truly, Miss M. D., Newport.

T.C.P. SOLUTION

The Antiseptic Discovery of the Age

Now recommended by Doctors everywhere for **Sore and Ulcerated Throats, Tonsilitis and Laryngitis.** Relieves pain and soreness almost instantly—clears up the worst throat troubles completely in a few days. If you are a sufferer—try T.C.P. to-day. Sold by all Chemists in 1/3 and 3/- bottles.

GRAVES Beats the World For Quality & Value

The newest sty'es in Dance Frocks and Evening Gowns shown in the **GRAVES DISPLAY OF FASHIONS** lead the way for the present season. Every lady should in her own interest write to-day for full particulars. Wherever you live, our Challenging Prices and Easy Terms are for YOU.

CABARET An exclusive two-piece Evening Gown in **Artificial Silk Taffeta** printed in a floral design in Brown/Green/Lemon harmonisation. The bodice of dress is gathered in front, & the low back is trimmed with lace effect piping. The skirt has plain panel front, and is fitted with a belt to tie in bow at back. Coatee is in plain Taffeta to tone. S.S.W. to W. Busts: 32 to 36in. Lengths: 48 to 56in **22/11**
Terms: 3 - Monthly.

WRITE FOR PATTERNS

Send to-day for range of Patterns, Post Free. Coats, Costumes, Furs, Underwear, Robes, Frocks, &c., all in the newest styles. Ask for Patterns of any kind of garment required, and a splendid choice, with a self measurement form and all particulars will be sent per return of post.

J. G. GRAVES LTD. SHEFFIELD

£1,000 Enter now for the Great COMPETITION

OPEN TO ALL PLAYERS OF

LEXICON

THE WONDER GAME

● Invite your friends to Lexicon evenings ● Fascinates young and old ● The Competition is a game in itself ● Free entry form with every pack.

OBTAINABLE FROM ALL STATIONERS, STORES & TOY DEALERS

Copyright fully protected by the makers—John Waddington Ltd.

BUY A PACK TO-DAY 2/6

Nagging Pains in the Back

BACKACHE SUGGESTS kidney weakness and when there are also urinary irregularities, disturbed nights, dizziness and lassitude, the trouble is self-evident. Don't wait for rheumatism, sciatica, lumbago! Strengthen the kidneys at once with Doans Backache Kidney Pills. They put an end to needless pain and will bring back your health and vigour.

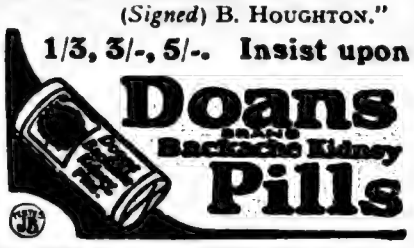
Colds weaken the Kidneys.

Mrs. B. Houghton, 22, Llanwern Street, Newport, Mon., says:—"The least cold affected the kidneys, causing severe dragging pains in the lower part of my back. At times my hips were rheumatic, the pains extending down to the ankles. The kidney excretions were disordered and contained sediment.

"I am thankful I used Doans Backache Kidney Pills. They have done me more good than anything else I have ever tried.

(*Signed*) B. HOUGHTON."

1/3, 3/-, 5/-. Insist upon



BETS BY POST

RACING & FOOTBALL

DAILY LETTER COMMISSIONS bearing a time stamp not later than the set time of any race in accordance with rules for

Horse, Pony, or Greyhound Racing

will be on at Full Starting Price or Totalisator Returns as desired.

1/- UP TO ANY AMOUNT

Secure Long Odds now for the

CAMBRIDGESHIRE

Every Horse quoted—Send for Price List

The Famous CHALLENGER

FIXED-PRICE FOOTBALL LISTS

include all matches in SIX Leagues—absolutely Nothing Barred. Odds up 10,000 to 1.

FREE POSTAGE

Every commission acknowledged and postage-free envelope enclosed.

Please send your Weekly Lists. I am over 21.

Name .....

Address ..... J.B.

Town ..... County .....

DAVID COPE & ALFRED H. MAURICE LTD. 247 EAST ERSKINE GLASGOW C.4

WRITE DIRECT—NO AGENTS

'John Bull' Readers Write on

WAR'S Worst HORROR

THE institution I am often called upon to visit is to my mind representative of the worst horror of war.

It is a living tomb where men go veiled, and mirrors are forbidden, lest some poor mutilated creature, seeing his reflection, should lose his reason at the ghastliness.

Contact with the outside world is confined to newspaper and radio, and the tragic "living dead" of the last conflict, forgotten by all except near relatives, eke out a miserable existence until death comes as a merciful release.—"*Practitioner*," *S.W.*

Do Your Best

The fact that it affects the completely innocent. The mother who loses her son, the wife who is deprived of her husband—she has little or no responsibility for the condition of things that led to the tragedy.

If succeeding generations are to be plunged into an endless series of wars, the suffering and sacrifice of childbirth is vain. Humanity at large should blush for the sorrow it inflicts upon its womenfolk.

Hospitals full of gassed babies will be the crowning horror of the next war, so let every mother do her best to ensure that it never happens.—"*D.*," *Erdington.*

Awful Effect

Surely the worst horror of the last war is the awful effect it produced in war babies.

My youngest brother was born just after his father was reported killed in action, and my mother's agony of mind and the mental strain involved resulted in her child being born with a highly nervous and unsettled disposition.

Every job he obtained after leaving school was thrown up in turn, and he developed a great love of militarism, which eventually led him to join the Army. He is apparently quite happy at the moment, but my family is broken-hearted.—"*Kabeta*," *Merseyside.*

Could Not Answer

To many a soldier, inured to such horrors as shell-fire, gas, mud, lice and the like, the look in the eyes of a horse as it writhed in agony, gashed by shrapnel or bomb, and bleeding to death, was the uttermost horror of war.

This friend of man, gentle, steadfast and patient, who worked so faithfully for his master, knew nothing of the causes of war, and his eyes seemed to ask a pitiful "why?"

And man—as represented by the average soldier—could not answer. The death agonies of this poor, trusting creature sickened and shamed him, bringing home to him afresh the ghastliness of war.—*L. G. E., Ponders End.*

Gone for Ever?

"The War Office regrets to inform you . . ." Surely these words are the greatest of all war horrors. They are words of doom and dismay that shatter hope, crush ambition and leave in their wake a fearful trail of sorrow and anguish.

They deprive the mother of her son, the sweetheart of her boy, and the children of their father.

They put out the light of the home and wreak more havoc upon humanity than all the other paraphernalia of battle put together. They make the haunting dread a terrible certainty.—R. N., Nr. Bristol.

Strange Coincidence

By a strange coincidence, at the moment when an infantry soldier lay dying in France, his son was born here in Wales. Could any horror surpass that—the father cruelly slain in his prime, when he ought to have been enjoying life to the full—and the child ushered into this cold, hard world without a father's protection and guidance?

This seems to me to contain the quintessence of horror.—*A. D., Rhostyllen.*

Death—Pleasure

The worst horror is gas—mustard, sweet-smelling or the other kind. Get a dose of any of these and your body is burned inside and out, and your sight either taken away or badly impaired.

No more do you enjoy life, for the agony of the results of being gassed makes death a pleasure to look forward to.

I know, because I am now suffering untold agony through being gassed seventeen years ago.—"*War Wreck*," *Trent Vale.*

Desolate and Stark

Standing stark and desolate on the shell-scarred plains of Flanders was war's worst horror—a bombarded city. Pathetic and heartrending stood the ruins of cottages and houses which once had been the centre of happy home life. It was a silent protest against the sheer futility of war, those mud covered plots where once little gardens bloomed.

Scattered now the children who had played merrily near by—many, alas! fatherless and destitute—leaving their erstwhile homes a rebuke or horror to the folly of mankind.—*E.-N.C.O., Wiltshire.*

Frightful

Of all the horrors of war I believe the greatest is that it turns men into wild beasts.

I have seen the awful transformation with my own eyes, for I was a soldier in France. Good, decent, kindly, sympathetic men, good husbands and good citizens, became cruel, hard, merciless, murderous tigers, filled with the lust for blood.

No jungle beast could equal their diabolical hate. It was frightful to see. —*A. H. J., Rhosrobin.*

An Imbecile

They were living in Poplar, London. There were only two of them, husband and wife, but they were expecting another life to be granted to them.

A week before the event Zeppelins bombed Poplar. The noise was awful—deafening. It sounded like the end of the world. And when that little boy was born, the mother passed to the Great Beyond.

Now that child is a young man, an imbecile. Could any horror surpass that? —*J. J., Flintshire.*

Helpless

As a soldier in France during the greater part of the war I considered that shell-fire was the hardest to face. Bullets we almost despised, as unless they hit us they made very little difference.

But shrieking, deafening, crashing shells absolutely unnerved me. At times I lost all count of day or night. I felt numbed, helpless, paralysed.

The earth became a heaving, tossing mass, while these hideous monsters, bursting and thundering overhead, made life an inferno.—"*Corporal*," *Perth.*

Who Knows?

Three of the foremost experts on cancer research were killed during the year—and the disease is still unconquered.

Men with knowledge that might have saved millions of deaths from tuberculosis, maternal fevers, diabetes, and so on, lost their lives. Perhaps criminals, released from jail to take their place in the line, killed them—who knows?

It is almost obvious who wins if a budding Lister meets a half-animal in a bayonet encounter. It is the survival of the unfittest. That is war's worst horror. —*A. P. F., Newcastle.*

* * *

Suddenly he stopped: his face went deadly white; he seemed to stagger, and then fell unconscious to the ground. Yes, I, too, had heard those youngsters playing with their fireworks . . . but not in the same way as this shell-shocked ex-soldier.—*E. H., Lozells.*

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published. 2s. 6d. for "Shorts." Envelopes marked "Letter Parliament" must reach 93, Long Acre, London, W.C.2, by first post Tuesday, October 29.

The Election Lie I Don't Want to Hear

FOOTBALL SELECTIONS

By our Expert—for Matches Played on October 26

FIRST DIVISION.

(1) CHELSEA v. Bolton.
(2) Grimsby v Middlesbrough.
(3) Leeds v. Aston Villa.
(4) Liverpool v. HUDDERSFIELD.
*(5) MANCHESTER C. v. Brentford.
(6) Stoke v. Derby
(7) SUNDERLAND v. Wednesday.
(8) W.B. ALBION v. Wolverhampton.
**(9) ARSENAL v. Preston.
(10) BIRMINGHAM v Portsmouth.
(11) BLACKBURN v. Everton.

SECOND DIVISION.

(1) DONCASTER v. Barnsley.
(2) LEICESTER v. Hotspur.
(3) Norwich v. Burnley.
(4) Forest v. Charlton.
(5) SHEFFIELD U. v. Port Vale.
(6) SOUTHAMPTON v. Fulham.
(7) SWANSEA v. Newcastle.
*(8) WEST HAM v. Bradford C.
**(9) BLACKPOOL v. Hull.
(10) Bradford v. MANCHESTER U.
(11) Bury v. Plymouth.

SOUTHERN SECTION.

**(1) COVENTRY v. Gillingham.
(2) Exeter v. LUTON.
*(3) MILLWALL v. Northampton.
(4) Newport v. Boxtombe.
(5) Q.P. RANGERS v. Bristol R.
*(6) SWINDON v. Cardiff.
(7) Torquay v. C. Palace.
(8) WATFORD v Orient.
(9) Aldershot v. READING.
(10) Brighton v. Notts.
(11) BRISTOL C. v. Southend.

NORTHERN SECTION.

(1) HALIFAX v. Barrow.
*(2) HARTLEPOOLS v. Southport.
(3) Mansfield v. CHESTER.
(4) OLDHAM v. York.
(5) Rotherham v. Lincoln.
(6) TRANMERE v. Stockport.
(7) WALSALL v. Crewe.
**(8) WREXHAM v. Rochdale.
(9) CARLISLE v. Accrington.
*(10) DARLINGTON v. New Brighton.
(11) Gateshead v CHESTERFIELD.

SCOTTISH LEAGUE.

**(1) DUNDEE v Ayr.
**(2) HEARTS v. Albion Rovers.
(3) Kilmarnock v. ABERDEEN.
(4) Motherwell v. Celtic.
(5) PARTICK v. Hibernian.
(6) Queen's Park v. St. Johnstone.
(7) QUEEN OF SOUTH v. Hamilton.
(8) AIRDRIE v. Third Lanark.
(9) Arbroath v. DUNFERMLINE.
(10) Clyde v. RANGERS.

SPECIAL STAR CODE

As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL selections in code in the *Daily Herald* and *Sporting Life* each Friday morning.

Example Code.—Div I.—4 (*A*); Div. II.—9 (*H*); Southern Section—1 (*H*); Northern Section—8 (*H*); Scottish League—10 (*A*) would indicate Huddersfield, Blackpool, Coventry, Wrexham and Rangers.

Suffered with Nervous Asthma

IRON 'JELLOIDS' soon put him right!

Constantly ailing, this man "spent pounds on medicines." But he made no *lasting* improvement until he strengthened himself with MORE IRON.

IRON STARVATION results in an undernourished, forever ailing body. The whole system is weakened; resistance to disease is lowered.

The only way you can correct IRON STARVATION is to give your blood MORE IRON, and the safest, surest, way is to take IRON 'JELLOIDS.'

IRON 'JELLOIDS' have made him feel "as fit as a fiddle"

Taken regularly with meals, IRON 'JELLOIDS' rapidly strengthen your blood. Make it rich, red and nutritious. Every cell and tissue of your body is invigorated—as if awakened into NEW LIFE!

Before you have finished your first box of IRON 'JELLOIDS' you will be amazed at the wonderful improvement in your health. *Iron 'Jelloids' do not blacken the teeth* or upset the digestion.

Everyone can afford them. The 3/- box lasts 36 days, the 1/3 box 10 days. *Get a 3/- box to-day!*

His Letter Says:

"I am an ex-service man. I was slightly gassed, leaving me with severe spasms of nervous asthma. For the last four years I was constantly under treatment. AFTER SPENDING POUNDS ON MEDICINES I was told what A FINE TONIC IRON 'JELLOIDS' ARE. I had one box per week and NEVER HAD A SLEEPLESS NIGHT—at the present I am FEELING AS FIT AS A FIDDLE. IRON 'JELLOIDS' HAVE GIVEN ME A NEW LIFE. I CANNOT SPEAK TOO HIGHLY OF THEM." (Mr.) E. S.

Iron Jelloids

give you an IRON constitution

Of all Chemists: 3/- (36 days' treatment) 1/3 (10 days' treatment)

FOR MEN: No. 2a
Run-down and debilitated men should take IRON 'JELLOIDS' No. 2a. These contain quinine, and are the finest tonic in the world. Take two large boxes, and you'll enjoy your food and soon feel stronger in every way.

FOR WOMEN: No. 2
The best blood enricher and tonic for anæmic women and girls. *Cannot blacken the teeth* or upset digestion. Certain to bring the roses back to your cheeks. Also suitable FOR MEN who do not like quinine.

FOR CHILDREN: No. 1
Every growing child should take a short course of IRON 'JELLOIDS' No. 1 now and then, to keep up the supply of iron, and to ensure that the child's blood is always rich, red and nutritious.

The word 'Jelloids' is a registered trade mark. No proprietary right is claimed in the method of manufacture.

FORGET YOUR RUPTURE!

The New RIGIFLEX Belt brings you Perfect Security and Comfort

The Rigiflex Belt has been evolved after years of research to bring to sufferers from rupture the firm yet flexible support over the whole abdominal area, which improves the tone of abdominal musculature, and induces healthy conditions which obviate excessive pressure on the hernia.

At the same time the Rigiflex Belt exercises strict control at the point of rupture by means of comfortable Airollasta pads (non-inflated), which are adjustable with infinite accuracy by a new system of straps.

The whole belt is executed in firmly resistant tricot and gives you a degree of security and support that enables you to work, exercise or play games as usual—while you are assured of comfort such as you had despaired of ever again obtaining, and of an improvement in general health which you would not have believed possible.

Don't endure discomfort and pain a moment longer. Write at once for the Rigiflex Booklet, and take the first step towards regaining normal activity. Prices from 42/-.

THE RIGIFLEX BELT

Patented in U.K.

Obtainable from RIGIFLEX Laboratories, 173 Regent St., W.1 (*Regent* 7570)

SEND THIS COUPON FOR RIGIFLEX BOOKLET 3C:

Messrs. RIGIFLEX Laboratories, 173 Regent St., W.1
Please send me copy of the Rigiflex booklet.
Name .....
Address .....

CLUB HOLDERS!

THE ONLY CLUB TO OFFER ALL THESE ADVANTAGES

1 EVERY TURN IS FIRST TURN.
2 No drawing for chances. No late turns.
3 Goods delivered free to all members. directly they pay their first 1/-.
4 Absolutely no waiting.

SATISFACTION GUARANTEED OR MONEY REFUNDED

John England

"Every Turn is First Turn"

READING LANE, HACKNEY, LONDON, E.8.

CLUBHOLDERS
You can start a John England Club with as few as five members. Our Club Holders earn as much as £4–£6 weekly. Write to-day for full particulars.

FOR FULL INFORMATION FILL IN THIS COUPON AND SEND IT TO THE ABOVE ADDRESS.

NAME .....
ADDRESS .....
.....
.....

S.6

HOW TO TREAT CATARRH, COUGHS, COLDS, ETC.

If your head is stopped up with catarrh, if you've got a cold you can't shake off, if you've asthma or catarrhal deafness, just try this recipe. It is approved by the highest medical authorities, and is really the most efficacious of all treatments, and it brings relief at once.

Go to any chemist and get a one-ounce bottle of Parmint (Double Strength). You can take half a teaspoonful in a little water or you can take it home and mix it with half a pint of hot water and 4 ozs. of honey or sugar.

That is such a pleasant way to take it that even kiddies like it, and the Parmint is so concentrated that the first dose of the mixture brings relief, clears the head of mucus, kills the germs and with a few doses you'll find yourself cured.

Be sure to try this Parmint home treatment at once.

GRAVES Beats the World For Quality & Value

Every Lady should write to-day for the GRAVES DISPLAY of up-to-date Fashions illustrating the latest ideas in Ladies' Wear, at prices which show a substantial saving. Wherever you live, our Keen Prices & Easy Terms are for YOU

CAMBRIAN Beautifully produced in a reliable All Wool Cloth of Fancy Weave. This smartly tailored Coat is cut in semi-fitting style, with trimmed back and the newest style sleeves. The ringtail dyed Coney collar is mounted to give an extremely handsome cape effect. The garment is lined throughout with plain Artificial Silk to tone. Supplied in Green, Mulberry, Lido, Nigger, Navy, and Black. Sizes: S.S.W. to O.S. Busts: 33 to 38in. Lengths: 46 to 56in. Terms: 5/6 Monthly. **39/6**

5/6 Monthly

WRITE FOR PATTERNS
Send to-day for full range of Patterns, Post Free. Coats, Costumes, Furs, Underwear, Robes, Frocks, &c., all in the newest styles. Ask for Patterns of any kind of garment required, and a splendid choice, with a self measurement form and all particulars will be sent to you per return of post.

J. G. GRAVES LTD. SHEFFIELD.

YOURS FOR 2/-

59/6 LADY'S ROADSTER, 24-in. Built British steel tubing, upturned bars, roller-lever brakes, leatheries saddle, Dunlop covers, weatherproof chain-case, Williams' chain wheel and cranks, Brampton pedals, finished black, lined green and gold, bright parts chromium plated. Seat's noted same price. List Free.

Free Insurance. 2/- DEPOSIT 1/4 Wkly.

PRIDE & CLARKE, Ltd., 188, Stockwell Rd., S.W.9.

Exact Size

SOLID ZAM-BUK

In addition to Zam-Buk Ointment for external piles, you can now obtain Zam-Buk soluble suppositories for *inward* use. Ask your chemist for Zam-Buk Suppositories. 1/3 a box. Left in position at night, they cure while you sleep.

CURES PILES

HELPING KIDDIES GROW STURDY AND STRONG.

Something Better Than Cod Liver Oil.

Parents who've always felt they ought to give their children Cod Liver Oil because it would make them stronger, needn't worry any longer.

Now you can get little sugar-coated tablets, as easy to take as sweets, called Clotabs, containing the A and D Vitamins which make Cod Liver Oil so valuable.

They're made from Halibut Liver Oil which is even richer in vitamins than Cod Liver Oil and they're working wonders like these. One little girl who was very weak after Diphtheria and unable to go to school improved the very first week and put on 4 lbs. in three weeks. Another little girl who was run down after having her tonsils out, gained the same amount. A child of 5 had been delicate since birth and couldn't put on weight till she started Clotabs. A little boy who was run down and underweight gained 21 lbs. of sturdy flesh.

Just ask for Clotabs; any good chemist will tell you that they are wonderful flesh and health builders, and don't forget that they are wonder workers for feeble old folks. Only 1/3 and 3/- the bottle from any chemist.

CATARRH?

Make this 2-minute test.

Simply sprinkle 10 to 15 drops of Karsote (new scientific Inhalant) on to a handkerchief and inhale the pleasant vapour. Karsote is a scientific combination of 22 antiseptic oils and balms which penetrate, in the form of a vapour to every nook and cranny of the breathing passages. In 2 minutes Karsote opens up stuffed nostrils, clears away mucus at back of throat, and clears and soothes the wheezy, inflamed breathing passages. In next to no time your catarrh is gone. Prove this to your own profit. Get Karsote (Brand) Inhalant from your usual chemist. Three sizes: 1/-, double quantity 1/6, four times the quantity 2/6. Millions of bottles already sold.

SUFFERERS DO NOT TELL THEIR DOCTORS.

Yet Hæmorrhoids Can be Instantly relieved

There is a never-failing remedy for this distressing condition—Piles—but sufferers seldom get to hear of it because they are diffident of seeking advice.

Medical men are now recommending Suppositories as the most hygienic, effective and convenient method of applying the necessary medication.

"Germoloids" (Germolene Suppositories) first ease all irritation. Then they reduce the enlarged blood-vessels, destroy irritating germs, and speed up the healing process. Melting slowly, they provide continuous, intimate medication throughout the night, and help to prevent constipation, besides providing a protective, lubricating coating for sensitive membranes.

Every chronic sufferer should use a Germoloid each night until the trouble is overcome. Those with only a tendency to occasional attacks should use one per week and keep free of trouble. Sold by all Chemists at **1/3 per box of 12.**

Germoloids

Formerly Germolene Suppositories.

The Editor Laughs Last

IF you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.

DESIGNER (Dorking).—"I have invented a revolving pantry." That ought to make the food go round.

J. C. (Chesterfield).—"I am a keen supporter of clean football." But with so much mud about you must be reasonable.

R. S. (Leeds).—"I attribute my long life to the fact that I possess a keen sense of humour." He who laughs lasts!

J. S. (Hull).—"While at business I am in constant terror lest I put my foot in it." Are you a cement-worker?

S. L. (Dover).—"This year I learned how to do the swallow dive." That's the kind we always do!

NOVICE (Camberwell).—"Where do you think is the best place to pitch a tent in the winter-time?" In a cupboard behind the stairs!

F. L. (Glasgow).—"A railway porter in the Midlands is qualifying for an air pilot's certificate." Apparently he is anxious to rise above his station.

V. L. (Hornsey).—"A retired champion racing motorist has opened a garage." So it is still his ambition to overhaul as many cars as possible.

SECRETARY (Wembley Park).—"Our outside-right is named Bird and the outside-left is named Starling." And are they strong on the wing?

DAD (Dunstable).—"A young scamp deliberately spoilt my boy's exercise book in order to pick a quarrel with him." So the boy was spoiling for a fight.

C. M. (Swindon).—"What can a fellow still in love with his wife do if she spends a bit too freely?" Merely make allowances.

ACTRESS (Elstree).—"A tiger broke loose during the making of a film I was in recently." We'll bet you didn't wait for the director to say "Cut!"

HUNTSMAN (Atherstone).—"I was over the first fence long before the rest of the field." Did you have to go back for your horse?

DISGUSTED (Bury).—"Neither football nor cricket promoters appreciate my ability. They all give me the bird." Fouls and ducks?

MRS. B. (Looe).—"The fact that my children are afraid to go to bed in the dark worries me. What can I do about it?" Make light of it.

PHILOSOPHER (Cobham).—"Say what they like, every man, of whatever profession or trade, desires a place in the sun." Except the waxwork modeller.

GROWER (Farningham).—"One result of the storm was to bring down a large quantity of apples." Then their value came down as well.

CYCLIST (Ely).—"After a recent ride I found my clothes were terribly sticky. Something must have leaked from the tool-bag." That would be the solution.

S. N. (Iver).—"An explorer says that in Central Africa he has seen various animals running races in the jungle." It must be interesting to see a giraffe romping home by a long neck.

SLAM (Newquay).—"When the electric light fused we were compelled to finish our bridge drive by candle light, but as my eyesight is not good I did not enjoy it." The game wasn't worth the candle.

JOE (Sheffield).—"I'm superstitious, you know, and I believe I shall be lucky in beating my sailor opponent in the wrestling match." I suppose you'll throw the salt over your left shoulder.

TOM (Ealing).—"I took her to three night clubs, danced with her for more than an hour, and then where do you think she wanted to go?" To a chiropodist.

D. L. (Hornsey).—"A lecturer says that only a minute percentage of people in this country indulge in blood sports." Shaving against time in the morning is more of a sanguinary nuisance than a sport.

MANAGER (West End).—"I see that a well-known publisher has been suggesting that hotel boys should wear metal numerals on their uniforms so that patrons could recognise them." He would want to number the pages.

FATHER (Tunbridge Wells).—"I have warned my son that whatever calling he selects it is better to make sure of rising to start from the bottom." Except, of course, he should choose to become a professional diver.

MABEL (Beverley).—"You may think I'm silly." Thank you!

PHYLLIS (Truro).—"I do raffia work every evening." Your rush hour.

PACIFIST (Woking).—"Aerial bombs ought to be dropped." And where, indeed?

P. T. (Jesmond).—"My new typist can write sixty words a minute." That's only second-rate.

A. G. (Birmingham).—"I aspire to build the largest hotel in the world." Where else could you build it?

W. F. (Ashbourne).—"What is it that prevents the struggling young writer from making headway?" What he writes.

COLLIER (Pontefract).—"When the directors visited the mine I worked the cage." You let the company down.

RUNNER (Exeter).—"Last night I dreamed that I won an important race with yards to spare." You were fast asleep?

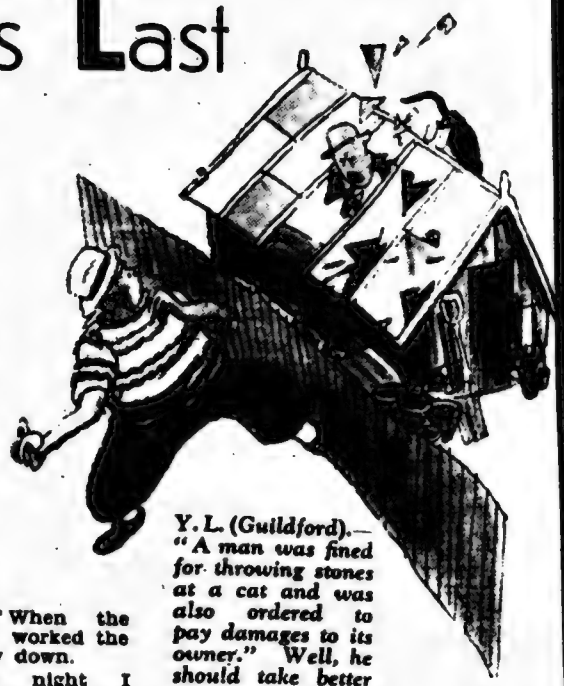
D. S. (Barnsley).—"Although I had never played rugby before, my efforts were very much appreciated." Then you must have made some good tries.

J. G. (Pimlico).—"I positively dislike being in the front row of a cinema and having to look upwards at the screen." It gives you a pain in the neck?

CONTRACTOR (Westminster).—"It is impossible to over-emphasise the importance of careful tendering for contracts." But it must not, of course, be over-estimated.

F. L. (Exeter).—"An American film star, reputed to draw one of the largest salaries in Hollywood, was once a grocer's van-man." Apparently he is still delivering the goods.

BILL (Sandgate).—"We were rivals for her hand, and although he was successful I stood by him at his wedding. Now, after three years, I'm jolly glad it was not me, for she leads him a dog's life." As usual, the best man won!



Y. L. (Guildford).—"A man was fined for throwing stones at a cat and was also ordered to pay damages to its owner." Well, he should take better aim.

THE KID

E. B. (Wembley).—"Can you guess the least I ever weighed?" Round about 8 lb.

SPORTSMAN (Inverness).—"Although my bag from the moors was nil, I was quite content." You had no grouse.

ENGINEER (Sheffield).—"A lot of inferior foreign metal is being sold on the English market as British steel." That, of course, is forged steel.

W. R. (Croydon).—"A friend of mine is in love with a young woman aviator." Doubtless he worships the ground she flies over.

CURIOUS (Warwick).—"What is it in London's sea of traffic that always moves a motorist from the provinces?" The green light.

SUPERSTITIOUS (Masham).—"Do you believe that if a wasp is killed at a picnic its fellows will automatically appear on the scene?" No—they're there already.

J. K. (Southbourne).—"I'm an old letter-writer, and consider that letters are quite above most people nowadays." Those sent by air-mail are, anyway.

R. Y. (Newmarket).—"I sincerely hope that strap-hanging will never be allowed in aeroplanes." You would not forbid it from parachutes, would you?

F. S. (Hampstead).—"I see that a police detective has been charged with searching a man's house without the proper authority." That was quite unwarranted.

T. J. R. (St. Leonards).—"I feel that there was something behind our being asked to submit a scheme of decoration." A design?

BACHELOR (Chester).—"I met a most charming nurse while I was in the hospital." Are you hoping to meet her outside the hospital now?

PIANIST (Ealing).—"My music master always write his remarks on the pages of my pieces." A few notes that you can't play.

G. H. (Smethwick).—"My wife told me to get my black coat dyed steel grey; but I haven't let her know that I decided not to do it." You're keeping it dark?

L. M. (Belvedere).—"I read this week about a country conquered by only two bullets." Now read pages 46 and 47; there you will see how to capture a new world of independence with only one *Bullet*.

BUSINESS MAN (London, W.).—"My overhead expenses are almost nothing." Evidently you are one of those hapless fellows who even borrows an umbrella when it rains.

SCHOOLTEACHER (London, S.W.).—"I feel sure if we propose to strike our views will meet with favour from most people." No doubt all your pupils would come out in sympathy.

S. O. (Balham).—"Since selling my business I notice that trade seems to be falling off, but I will not give advice unless it is asked for." After all, it's no concern of yours.

WINNIE (Wisbech).—"My employer was in a temper and started dictating letters at such a rate that I put down my pencil and told him what I thought of him." You took him down, then.

S. W. (Leeds).—"A parrot in Aberdeen is said to imitate voices perfectly." Many a guest, when his host has the decanter poised is startled to hear himself utter a decisive "When!" for which the well-trained bird is really responsible.

(Many replies unavoidably held over)

There are two kinds of **THINNESS** *and Underweight*

WHICH OF THE 2 KINDS OF THIN MAN OR WOMAN ARE YOU?

1. Are you "Naturally Thin" and just can't put on weight no matter what you do? Or

2. Are you thin and under-weight as a result of some systemic disorder such as, Constipation, Rheumatism, Arthritis, Sleeplessness, Nervousness, Weakness (Female) and Goitre.

The underlying cause in both cases is GLANDS STARVED OF IODINE & MINERALS

Science now offers a positive cure for both types where all else fails

How "Vikelp" Tablets, the Amazing Mineral Concentrate from the sea, considered the world's richest source of vital life-giving minerals and assimilable Food-Iodine, supplies these starved glands, with the missing Iodine and Minerals—*without the use of drugs*—how within 10 days you must put on several pounds of firm, permanent flesh—or no cost.

People who have been "naturally thin" all their lives, put on pounds of good firm permanent flesh, and men and women whose thinness is the result of some systemic disorder not only put on these pounds of firm healthy flesh, but are relieved and even cured of the ailment or systemic disorder responsible for their thinness and ill-health.

Plain women become pretty with filled-out red cheeks, well-curved hips and legs, and firm rounded bust, when the hollow spaces give way to these newly added pounds of firm solid flesh, and men become handsome and acquire strong muscular bodies; "VIKELP" does this because it contains practically every precious mineral, including Iodine, necessary to the healthy functioning of the thyroid, pituitary, adrenal and other glands, in assimilable food form and in the needed quantities. If the glands do not function properly, thinness and systemic disorders is the result. Ask your doctor—he will immediately recognise the merits of the simple formula of VIKELP brand Body-Building Tablets, which consist of Pacific Ocean Kelp (42% carbo-hydrates) and malt. Because of the effect of the Iodine upon the starved thyroid gland a healthy metabolism replaces faulty metabolism. The Minerals taken into the system not only remedy and cure existing ailments, such as Rheumatism, Arthritis, Goitre, Constipation, Weakness (Female), Anæmia, Mental Exhaustion, Kidney, Bladder, Skin and Blood Disorders, but make you less liable to any of these ailments. "VIKELP" is recommended by thousands of doctors.

Here below, is a partial list of the Mineral Contents of VIKELP brand Body-Building Tablets, and what each mineral does for you.

WHAT "VIKELP'S" PRECIOUS CONCENTRATED MINERALS MEAN TO YOU

Its rich Supply of	*Corrects*	*Results in*
Iodine ..	Goitre, Nervousness, thinness, low vitality, skin diseases.	Added weight, increased vitality, improved reproduction, healthy metabolism.
Iron	Anæmia, Headaches, weakness, asthma.	Red blood cells, increased vitality.
Copper ..	Anæmia.	Red blood cells.
Calcium ..	Stomach trouble, rickets, eczema, impaired teeth during pregnancy.	Good teeth, alkalinity.
Phosphorus ..	Mental exhaustion, subnormal growth.	Sturdy bones, clear thought.
Sodium ..	Stomach trouble, rheumatism, kidney and bladder disorders.	Normal digestion, alkalinity, ligament health.
Potassium ..	Acidosis, heart disorders, constipation.	Improved heart action. Improved liver action.
Magnesium ..	Underweight, skin diseases.	Normal weight, clear skin, increased weight.
Sulphur ..	Constipation, blood and liver disorders.	Clear skin, healthy liver strong nerves.
Manganese ..	Anæmia, gout, general debility.	Increased vitality, improved reproduction.

These minerals work in conjunction with each other.

Now you can see why we offer you the following *Guarantee* if you make this single test. Start with VIKELP brand Body-Building Tablets today—take 2-3 Tablets with each meal for 10 days to two weeks—if you do not gain several lbs. and are not amazed at your increased endurance, renewed vigour, do not sleep better, feel better, and have not arrested constipation, indigestion and other stomach disorders, return the empty tin and your money will be refunded.

Do not confuse "VIKELP" Tablets with drugs, they are mineral food. A NEW 1/9 SIZE NOW AVAILABLE. Obtainable at all chemists, including Boots and Timothy Whites & Taylors Ltd. If your dealer cannot supply you, send 1/9 for 40 tablets, or 3 11 for a 100-tablet tin—7/6 for 225 tablets, or 20 - for 675 tablets (4-5 times larger than ordinary tablets), direct to Health Products Laboratories Ltd., Dept. JB/10/4, 10 Henrietta Street, Cavendish Sq., London, W.1.

VIKELP Brand *Body Building Tablets*

See that you get Vikelp Brand Body-Building Tablets — don't be misled—Guaranteed or money back!

My hair used to look "worn-out" . . . until I used this NEW HAIR CONDITIONING LOTION

You may be able to mask lifeless-looking hair temporarily with greases and creams. But that's merely begging the question. If there's anything wrong with your hair it will continue being wrong—and probably getting worse—as long as your hair is out of condition.

WOMEN ALSO will find all their hair worries ended the day they start using Silvikrin Hair Conditioning Lotion.

Yet it is easy enough to get, and keep, your hair in perfect condition. Use Silvikrin Hair Conditioning Lotion—the *only* hair lotion containing that world-famous natural organic hair food, Pure Silvikrin.*

The regular use of Silvikrin Lotion revives your hair's natural lustre, restores its luxuriance, makes it healthy and alive. It will never need any other care. When you see how your hair is kept in condition you will get the Silvikrin habit. Just as you have got the habit of brushing your teeth and taking a daily bath.

Get a bottle to-day from your Chemist's, Hairdresser's or Stores, 1/6 and 3/6.

***Pure Silvikrin** is the natural organic hair food that supplies the scalp with the substances essential for the growth of healthy hair, in a form identical with that which the human system itself normally produces. It was invented by the famous biologist, Dr. Weidner; is endorsed by scientific authorities; and has been proved efficacious by thousands of people. Booklet describing Dr. Weidner's discovery, and giving useful advice about hair culture generally, FREE on request from Silvikrin Laboratories, London, N.16.

Silvikrin

HAIR CONDITIONING LOTION

1/6 & 3/6

Also Giant Economical Size 9/-

From Chemists, Hairdressers and Stores.

Lo—78—e

YOU TOO CAN BANISH RHEUMATISM

I am more than satisfied with the result of using URACE brand TABLETS in a most difficult case of Rheumatism. Nurse E—— A—— M——. Free sample from Newbery & Phillips, Ltd., 33m, Banner Street, London, E.C.1. From your Chemist, 3/3 and 5/-.

Accept this FREE OFFER of a TRIAL BOTTLE of WINCARNIS

All you have to do is to turn to p. 18 and fill in the Coupon in the announcement. Simple, isn't it? Do it Now—while you think of it. Be sure to enclose 4½d. in stamps to cover postage, etc.

See page 18.

SKIN DISEASES

New Blood Treatment.

"I am pleased to tell you I am completely cured from that terrible disease, varicose eczema and psoriasis, from which I was suffering, and I can only thank Elasto for the wonderful and speedy cure. My legs now show no trace of the old trouble, and my skin is as soft as velvet. I think Elasto is the safest and cleanest and best blood purifier in the world. . . ."

(Signed) Mr. E. J. BEAUCHAMP.
30, British Grove, Chiswick, W.4.

The New Elasto Blood Treatment is bringing quick relief to thousands of sufferers from Eczema, Psoriasis, Dermatitis, Bad Legs, Varicose Veins, and other diseases of the skin and circulatory system.

Send for Free Sample!

Elasto blood treatment is fully explained in a special booklet which we will gladly send, privately, post free, together with Free Sample and copies of recent testimonials. Write for these to-day. Now! while you think of it. *This offer is too good to be missed!* THE NEW KRA TREATMENT COMPANY, LTD., (Dept. 15A), Cecil House, Holborn Viaduct, London, E.C.

Kidneys Must Clean Out Acids

The only way your body can clean out health-destroying Acids from your blood is through nine million tiny Kidney tubes or filters, but beware of cheap, drastic, irritating drugs. If Kidney or Bladder Troubles make you suffer from Getting Up Nights, Nervousness, Rheumatism, Backache, Dizziness, Circles Under the Eyes, Dry, muddy Skin, Irritating Acidity or loss of Vigour, don't take chances. Get the Doctor's guaranteed prescription Cystex (Sist-Tex). Brings new vitality in 48 hours and is guaranteed to make you feel 10 years younger and to cure in 8 days or money back. Cystex costs very little at Boots, Taylors, Timothy Whites, and all chemists. The guarantee protects you.

£5 MONTHLY FOR LIFE

GREAT NEW 3 in 1 PENSION PRIZE and MORE XMAS DINNERS

FOR SOLVING JOHN BULL'S ENTERTAINING CROSSWORD

THREE PRIZES IN ONE

£500 Cash

£25 XMAS CHEQUE YEARLY FOR LIFE

Commencing Dec. 1935

...OR ONE LUMP SUM OF £850 CASH

£100 BETWEEN ALL RUNNERS-UP

UNLIMITED SURPRISE AWARDS

On Wednesday, November 13, we shall forward to each sender of solution containing one error more than Runners-up, a Special Surprise Award.

EACH WITH £1 BONUS OFFER

GIANT XMAS HAMPERS

to arrive just before December 25, containing:— Plump Xmas Fowl, Sausages, Xmas Pudding, Cake, Fruit, Chocolates, Cigarettes, Crackers, Biscuits, Fine Old Port—

ONE TO EACH WINNER OF £1 OR MORE THIS WEEK

HEADING to-day's big one-week Crossword Offer you find not only a fine cash prize but a Double Pension in addition. For half an hour's work on the puzzle on these pages, you can secure £500 cash at once, a Life Pension of £5 monthly and £25 every Christmas for the rest of your life, commencing December, 1935.

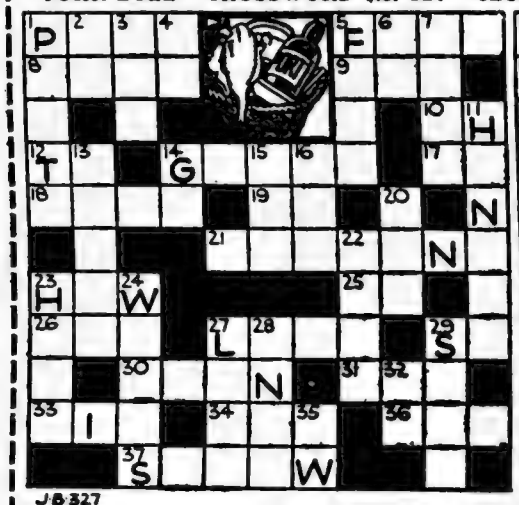
This fine Offer also brings within your reach one of the famous "John Bull" Hampers, of which 469 were despatched to winners in 1934. This week's Hampers, with contents just as generous and tempting as before, are available for all winners who secure a cash prize of £1 or over.

If you had nothing more than the prospect of winning one of these giant Christmas Feasts for which "John Bull" is celebrated, a tussle with the Common-sense Clues on this page would be well worth while.

Already 22 Crossworders are drawing Life Pension cheques from "John Bull" and no fewer than 74 of our giant Crossword First Prizes have been won outright. There is no reason, therefore, why in aiming at a Christmas Hamper you should not soar to to-day's huge 3-in-1 First—provided your squares reach Long Acre by noon on Thursday, October 31.

JOHN BULL will pay a Life Pension of £5 Monthly and £500 in cash plus £25 Xmas Cheque Yearly For Life (or a lump sum of £850) for a correct Solution on one square of the puzzle below. Failing a correct Solution the prize will be awarded to the sender whose entry is the nearest correct Solution. An additional £100 will be divided between those competitors who enter squares containing one error only, or only one error more than the winning Solution. Giant Xmas Hampers—one to each winner of £1 or more this week. A Surprise Award, with £1 Bonus Offer, will be sent to each sender of a square containing one error more than Runners-up. Solution of puzzle will be published in "John Bull" on sale Thursday, November 7, and winner in "John Bull" on sale Thursday, November 14.

"JOHN BULL" CROSSWORD No. 327—CLOSING (NOON) THURSDAY, OCT. 31, 1935.



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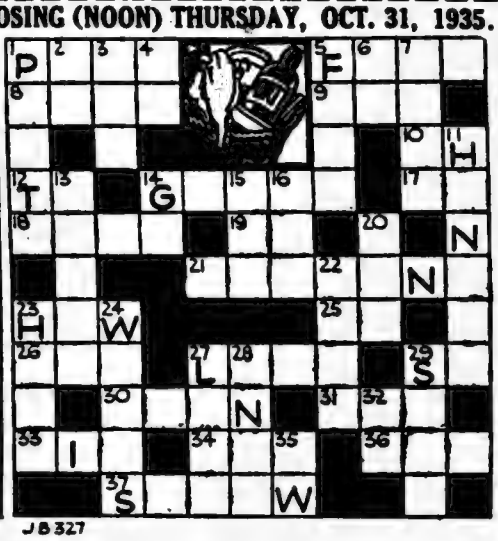

JB 327

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose

P.O. value..... No.....
Readers in Scotland ineligible. See Rule 5.

ENTRY FEE for 2 Squares 6D.

SIGNED .....

ADDRESS .....

.....

CUT ROUND THESE DOTTED LINES

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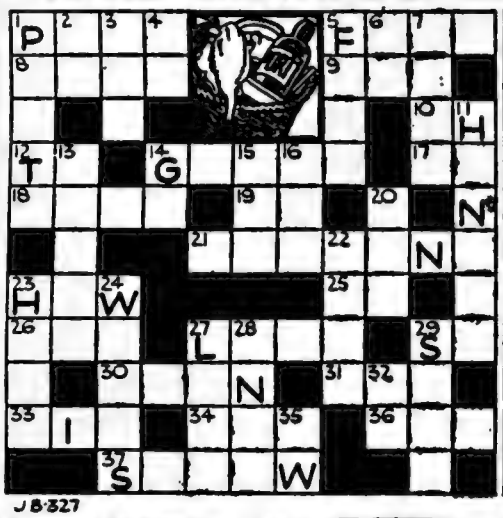

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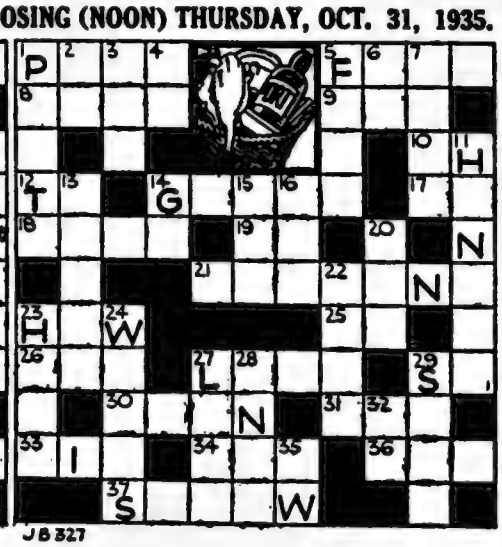


JB 327

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose

P.O. value..... No.....
Readers in Scotland ineligible. See Rule 5.

ENTRY FEE for 4 Squares 1/-

SIGNED .....

ADDRESS .....

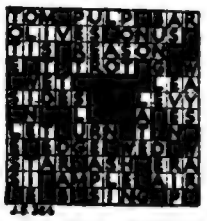
.....

ADDRESS ENTRY "John Bull" Crossword No. 327, 57, Long Acre, London, W.C.2. (Comp.)

Free Help for X-word Entrants.
Send Postcard for free copy of "John Bull's" Crossword Gazette. Address Gazette Dept., 20, Bedford Street, W.C.2, or register for 6 weeks' supply on Coupon on "Bulletin" page 47.

Solutions of 'John Bull' X-Words Nos. 324 and 325

Winners in Crossword No. 324 appear on page 35. Winners in Crossword No. 325 will be published next week. The Solutions of "John Bull" Crosswords Nos. 324 and 325 are given herewith as a matter of interest to our Crossword Competitors. We wish to emphasise that no claims for prizes are required, as all entries are carefully examined by our staff.



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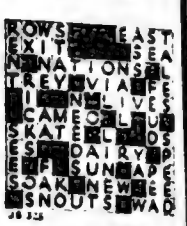


JB 325

STUDY THESE CLUES

ACROSS

1. Kind of light pastry
5. Boot sometimes alters one
8. Reed orchestral instrument
9. Goes into coat sleeve
10. "What?"
12. Tub without centre
14. Dad's golf in garden is apt to damage this
17. Starts name and is part of signature
18. Sun and air often do it good
19. Pup's head and tail
21. Modern household equipment reduces work of this
23. We do this to get coal and wood
25. Twins in tree
26. Uncle Sam's Country
27. Often cut by efficient machinery
29. Both ends of spear
30. Successful type often gets
31. What tugs do, when liner's berthing
33. White one is worn with evening dress
34. Part of play
36. When it breaks it brings trouble to many
37. Poor henpeck doesn't get his own way with

DOWN

1. Taking many in succession is unbalancing
2. Part of pub in trouble
3. You seldom meet a cunning one face to face
4. Reduce fee
5. Atmosphere's changed when these go round
6. Use middle of fork
7. It's a sign
11. Is usually made with a curving top
13. The sound they make is monotonous
14. Seen in glass and ugly
15. Monkey's big brother
16. Health resort in Spain
20. Ties some men in a knot
22. New motorist must pass
23. Real sports seldom wish to do this
24. Sometimes makes us sick
27. Doesn't speak the truth
28. A single time in concert
29. Man with this attracts notice of policeman
32. Starts oddly and ends good
35. Two-thirds of two

READ THESE RULES AND CONDITIONS.

1.—Complete puzzle in ordinary ink, not copying ink or copying-ink pencil, cut out the whole entry form, whether both puzzle squares are used or not. Entry fee for two squares is SIXPENCE. For four squares send ONE SHILLING. Make Postal Order payable to Odhams Press Ltd., and cross it '& Co.'; write name and address and date of posting on back of P.O., and fill in the number upon Entry Form; send Entry Form by post as directed, to reach us not later than NOON, Thursday, October 31, 1935.

2.—In addition to two sixpenny entry forms from "John Bull" each entrant may submit TWO EXTRA SIXPENNY ENTRY FORMS, provided these are taken from "John Bull's" free weekly "Crossword Gazette." No entrant may submit more than TWO ENTRY FORMS from "John Bull" plus TWO from "Crossword Gazette."

Should any letter square be left blank, contain a letter which is not clear, or altered or not given in ink, the corresponding letter on adjoining Entry Square will be regarded as entrant's intended letter for both Entry Squares. If entrant's solution cannot be so decided, entry square concerned will be disqualified, as will any mutilated coupon. No responsibility is accepted for any entry lost, delayed, not delivered, or mislaid, and no correspondence will be entered into.

3.—Winner of this contest will appear in "John Bull" on sale Thursday, November 14, 1935. Should any competitor not announced as a winner have entered a coupon eligible for a share of the First Prize, he must demand a scrutiny by first post Tuesday, November 26, 1935, in accordance with directions given with result. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up prize of £100. Accordingly entries are accepted only on condition that the result of our double searches establishing these winners is regarded as final. Errors are computed according to the number of words which wrongly answer the Clues given.

4.—In the event of a tie, a prize will be divided, but no competitor may receive more than one award per contest. Should first prize be shared £850 cash will be paid instead of the three-in-one award.

5.—Readers in Scotland are debarred from and cannot enter this competition. Any entry form bearing an address in Scotland will be disqualified.

6.—Failure to comply with any of the conditions involves disqualification.

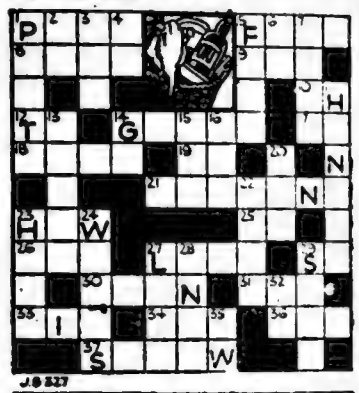
7.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

NO CLAIMS REQUIRED

NEWSAGENTS' PRIZE. A special prize of £5 will be awarded to the Newsagent from whom this contest's First Prize-winner usually purchases his copy of "John Bull." Should the first prize be shared, the £5 will be divided between sharer's Newsagents.

KEEP YOUR COPIES BELOW

These miniature reproductions of this week's puzzle are only to be used for keeping record of your solutions.



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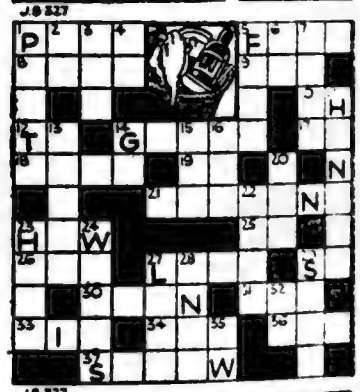

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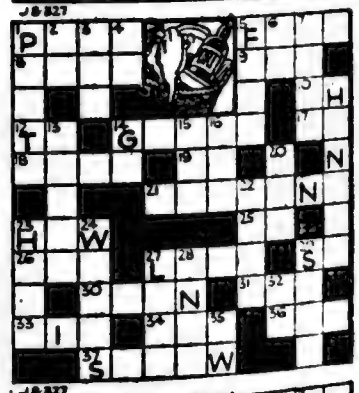

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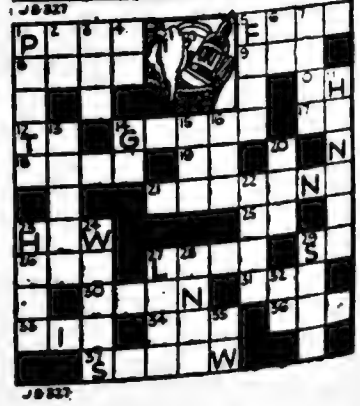


JB 327

Another £2,000 CROSSWORD WINNER Thanks 'Guide & Ideas'

Last week Mr. F. Wharton, of Manchester, winner of £2,000 outright in a Crossword Competition, said: *"I am only too glad to acknowledge the assistance I had from* **Guide and Ideas.** *It is the only competition help I use."*

This week *another* £2,000 winner outright, Mr. W. Birchanall, of Edgeley, Stockport, says: **"Guide and Ideas** *is my only competition help, my winning entry was made on a* **Guide and Ideas** *coupon."*

Don't envy their success—get **Guide and Ideas.** A leisure hour with its aid may bring *you* a fortune. Monday's issue contains coupons, special advice, and expert solutions for all the Big Cash Crosswords, Bullets, Doublits, Roundabouts, and Nutshells. Cash Prizes total over £10,000!

Moreover, each issue is packed with stories, topical articles, humorous sketches—features of interest for all the family.

FOOTBALL POOLS
GUIDE AND IDEAS
special football forecasts are best for all Pools and Plain Coupons. Don't miss them!

Be Sure You Get

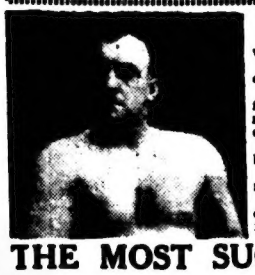
Guide & Ideas

FOR COMPETITORS

EVERY MONDAY - - - - - PRICE 2d.

SUCCESS UPON SUCCESS IN THE PHYSICAL CULTURE WORLD

BROOM'S INTERNATIONAL COURSE



FACTS AND FIGURES.

I first proved the International Course on myself and added 3st to my own body-weight which had stood still for 20 years, and 30 in. in development in one year.

I again proved the Course on my son Eric, who, at 16, is stronger than most men and winner of 15 medals.

My pupil, N. Bourne, defied the century-old hoax and lifted the famous Blue Stone for the first time in 100 years . . . and receives the Broom Silver Cup. I showed cases where the International Course has saved life—not my words, but thankful fathers, doctors and Press reports, etc. . . . not luck, but results.

I gave figures in the shape of Accountants' certificates and a batch of 17,320 testimonials have been certified by the Editor of "H. & S." and Accountants.

This course also has the praise of its competitors. Mr. Ed. Aston gave me a wonderful testimonial, which I have published . . .

85 per cent. of the pupils report satisfied after the first lesson alone, and the Course is the only one in the world WITH A REAL GUARANTEE (WRITTEN). Also my After-Sales Free Service is the LAST WORD in making the failure of the Course impossible.

THE MOST SUCCESSFUL COURSE OF ALL TIME

THE BROOM INTERNATIONAL COURSE consists of six monthly lessons. New apparatus is sent, including a new type of Spring Grip Dumb-bells, a new Leg Exerciser, a new Neck Exerciser. . . . All Steel Expander and a Roller Weight Outfit. . . .

The course really does give bulk in development. . . BIG Bulging Muscles and ROBUST Health and Strength and Stamina to endure and overcome the most exacting ordeals . . . many pupils have added 6 inches to Chest, 3 inches to Biceps and, in numerous cases, shown an increase of 30 inches all round. Not Balloon or Forced Muscle, but development that will last and which can be applied to any test . . . It's the Greatest P.C. Course for Results ever Known . . . All I want to do is to send you copies of the results so that you can check over with those you're getting . . . This course includes everything you require to build bulk in development under a Special Money Back Guarantee . . . The fee of 30s. for these lessons, fully illustrated with inspiring photos, can be paid for by such low payments as 1s. per week.

If you are interested and would like to investigate further, write for full details of this Course. SENSATIONAL PHOTOS FREE. Write for "The International Way," FREE.

READ WHAT THESE JOURNALS SAY:

The Editor of "Health and Strength" says: "Such proof of a Physical Culture Course has never before been seen at these offices and we take the opportunity of publicly stating this fact. Some of the letters are really amazing—one pupil reports a gain of 40 in., etc., etc. Congratulations, Mr. Broom."

Editor of "Health and Efficiency" says: "That is surely the great work of today—the regeneration of youth and Mr. Broom is to be congratulated on the amazing results he has secured for physical culture in general and his International Course in particular."

Editor of "Superman" says: "Every day large numbers of testimonials are being received at Broom Hall. Mr. Broom is at a loss to know how to inform readers of the wonderful results he is achieving."

Editor of "Boxing" says: "That Mr. Broom's claims are by no means exaggerated is proved to the hilt by the fact that he has 5,617 testimonials, every one of which is vouched for by a Chartered Accountant's Certificate. There can be no better guarantee of the genuineness of the Course than this."

SPECIAL OFFER, 30/- or 1/- WEEKLY

85% of all pupils have reported satisfied even after the first month's lesson only.

Here are a few Testimonials Taken at Random from Thousands!

J. E. Peach: Have increased all round with 6 lb. increase in weight.

G. Brown, Rotherham: I have gained 8 in. extra.

E. Carrington: I wish to say that your Course is doing me more good than all others I have tried. My weight has jumped up by 6 lb. and I am better than I have ever experienced.

J. Shankie, Keighley: It is really marvellous. My weight has increased 10lb. and my measurements are increasing all round.

J. Farraby, Margate: Increases 8 lb. in weight and 12 in. in muscular development.

J. T. Carrick: Increased 10 in. and 8 lb. in weight.

L. D. O. Lee, Clothill, Halifax: Increase 12 lb. in weight.

S. Oliver, Lincoln: Gains 1⅛ in. chest, 1 in. on each biceps and 100 per cent. improvement.

R. G. Stadman, Anfield: Gained 1 st. 6 lb. in weight, 3½ in. chest, 1 in. biceps, 2 in. thighs and 2 in. calves.

L. Ross, Nottingham: Gained 2 st., 3 in. each biceps, 5 in. chest, 1½ in. neck, 2 in. forearm.

E. Harvey, Birmingham: Increases in 21 days, 11 lb., biceps 1¾ in., etc., etc.

W. H. Spencer, Chesterfield: Gained 4 lb. in weight, 2½ in. chest, 1 in. each biceps.

R. Hollet, North Kensington: I have not only gained huge measurements but robust health. Gained 7 lb. in weight, 3½ in. chest, 1 in. neck, 2 in. each biceps, 1½ in. forearm.

L. D. Smith, Finistow: I have spent over £30 and tried most Courses, but I have got ten times the results with you for 30/-.

C. W. Turner, Consett: In the past month I have put on another 1 in. on biceps and chest, 1½ in. on forearms. What the results will be like after six months of this Course I can only guess.

P. A. Strutman, London: I am getting excellent results. Have developed 1 st. in weight.

L. C. O. Weir, Bedford: I have gained 18 lb. in weight. My club mates tell me that I have put on more in three months with you than they in three years with other Courses.

B. Foss: Increases 1 st. and ¾ lb. and other measurements.

F. A. James, Parkstone: Gained 7 lb. in weight, chest, neck and forearm and wrist increases 7 in.

Gordon C. Long, Sittingbourne: Increases in three weeks 11 lb. in weight, chest 3 in., biceps 1½ in., forearm 1¼ in.

L. Peacock, Mirfield: Gained 7 lb. in weight and all round increase.

C. H. Foster, Dagenham: Increased 21 in. . . . says the BEST COURSE IN THE WORLD.

W. H. Buttain, Rotherhithe: Increased 18 in. and 15 lb. in weight.

L. Craven, Bulwell: Increased 15½ lb. in weight and 24 in.

T. Toffee, Eastleigh: I have never possessed such powerful concentration.

A. Walker, Droylsden: I have increased 10½ in. in muscular development.

E. Brunger, Southborough: I have gained 10 lb. in less than a month.

R. Blythe, Leeds: I have gained 6 lb. in weight and muscle.

D. V. Owens, Summerhill: 100 per cent. fit and increased 7 in.

C. J. Andrews, Alcester: First month 8 lb. increase.

E. Bennett, Disley: Added 7 lb., chest 3½ in., biceps 1 in., etc., etc.

Compare these Results with those of other Courses. WRITE for the INTERNATIONAL COURSE.

The World's Leading Physical Culture Expert by Results

H. BROOM, BROOM HALL, 553, HOLDERNESS ROAD, HULL

Write for "THE INTERNATIONAL WAY." It's the Turning Point in your Career.

To H. BROOM, 553, Holderness Road, Hull.

Please forward without obligation, full literature of your International Course, and photoprints of yourself and your son Eric to—

NAME .....

ADDRESS .....

(Please write in Block Letters)..... J.B.

Bradley's

IF YOUR BREATH HAS A SMELL YOU CAN'T FEEL WELL

Unless 2 pints of bile juice flow from your liver into your bowels every day, your movements get hard and constipated and your food decays unnaturally in your 28 feet of bowels. This decay sends poison all over your body every six minutes. It makes you gloomy, grouchy and no good for anything.

Your friends smell this decay coming out of your mouth and call it bad breath. Laxatives and mouth washes help, but you must get at the cause. Take Carters Brand Little Liver Pills. They get those 2 pints of bile flowing freely and then you feel on the "up and up." Ask for Carters Little Liver Pills and get what you ask for. 1/3d. and 3/-.

Cures Your COUGH Costs You NOTHING

Obtain a bottle of Venos at once. If it doesn't cure your cough return the empty carton to Veno Drug Co., Ltd., Manchester and your money will be refunded.

Coughs, Colds 'Flu, Asthma Bronchitis 1½d., 1/3 & 3/-

VENOS Lightning COUGH CURE

Win—

£3,000

—or Giant Lump Sum of 3,000 Guineas

MAMMOTH

3-IN-1 FIRST PRIZE

AND RECORD OFFER OF

100

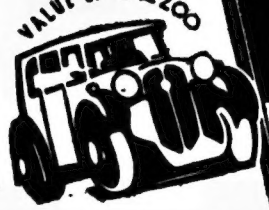
CASH PLUS RADIOGRAM PRIZES

BIG CHEQUES AND TURKEYS

celebrate

"BULLETS" 23RD BIRTHDAY

CASH PLUS YOUR IDEAL CAR



with

MILLIONAIRE'S WEEK IN LONDON FOR TWO AT "JOHN BULL'S" EXPENSE

For winner and companion "John Bull" provides First Class travel with luxurious car and hotel accommodation for seven days. Every entertainment and sightseeing excursion available, including theatres, cinemas, sports meetings, art galleries, museums and other places of interest included as desired, as well as Aeroplane Flight over London and surprise items.

ONE of the 48 *Examples* on this page, with the help of two, three or four well-chosen words of yours, may soon be bringing you the colossal 3-in-1 First Prize which towers at the head of *Bullets* 23rd Birthday Offer.

Somebody is going to be thrilled beyond measure by JOHN BULL'S staggering First Prize telegram on Friday, November 22. Why should it not bring *you* the mighty sum of £3,000 cash, an Ideal Car selected by yourself, and a Joy Week in London for Two at JOHN BULL'S expense, to celebrate your success?

Supporting this colossal 3-in-1 First comes a record array of 100 splendid Cash-plus-Radiogram prizes; for each winner there will be a welcome cheque from JOHN BULL and *also* a luxurious £14 14s. "Burgoyne" instrument which gives you radio or gramophone entertainment with striking clarity and remarkable volume.

A huge batch of 200 plump Christmas Turkeys of the famous JOHN BULL quality comes next in the prize-list and other awards galore make up a total of over 12,800 rewards for a few words in this memorable 23rd Birthday Contest.

Half an hour's interesting work can well secure a place for you in the long list of winners and there is no reason why the biggest prize of all should not be yours. Your coupons are waiting on the next page and since this huge Offer closes on Saturday, November 9, the time to start on your efforts is now.

HOW TO WIN

MAKE a start by reading slowly through the list of *Examples*, jotting down all the rough ideas which come tumbling into your mind as you consider the possibilities of adding a few words of comment. These jottings are your raw material and any one of them may well prove the basis of a big prize *Bullet*.

Each of your completed efforts, remember, must consist of TWO, THREE or FOUR words of apt and original comment, closely linked to that particular *Example*.

Suppose, for instance, you were working on the *Example*, MAKING MINCEMEAT. Your first comment might well be *Of Their Promises, Every Government*. Thinking more carefully, a few minutes might well enable you to condense and improve this rough idea into the finished *Bullet*, MAKING MINCEMEAT—OF PROMISES, PARLIAMENTARY "MACHINE."

To assist you further in making a prize-worthy *Bullet*, make a close study of the varied styles of the winning efforts below, noticing how neatly each effort links up with its *Example* and how its meaning is expressed in simple but telling fashion.

Then settle down quietly for your fascinating work on the *Examples*—and your reward may well be independence for life.

CONTEST CLOSES -- SAT., NOV. 9

Winner's Wire Nov. 22; all prizes despatched by Nov. 27.

Add 2, 3 or 4 Words To Any "Example"

TO END WAR
BLIND WORLD
MAN TO-DAY
FOR FRIENDSHIP'S SAKE
GIVING UP
RACE WITH DEATH
IN EUROPE'S EYES
GUNS, GUNS, GUNS
BARBAROUS
OUR ROADS
HAIL, RAIN, SNOW, FOG
POOR PARSON
IN LONDON
DRINK
ALL SCIENCE CAN DO
THE DEAD
WISER NOW
HIGH FINANCE
LIFE OF TOIL
OVER THE STICKS
OUR FOREMAN
WHY I'M FOR PEACE
IN THE SOUP
WORTH WATCHING
SONNY'S TRYING, BUT
WHEN SHE MARRIED
LIES
GOOD INFLUENCE
SAYING NOTHING
COWARD'S WAY
TO HIS WIFE
LOVE
IN A SECOND
BLOTTED HIS COPY-BOOK
IN THE SPIDER'S WEB
JILTED
TAKING A BACK SEAT
STERNLY
AT BREAKNECK SPEED
MAKING MINCEMEAT
POLITICAL GAS-BAG
HOLLOW MOCKERY
JUST CAUSE
MILLIONS
ENVY, HATRED AND MALICE
MISSING HER
VOTES
MOTHER AND FATHER

RESULT of COMPETITION No. 1,001

First Prize—£500 and Radio Pension:

S. J. TURNER, 3, Furrough Cross, St. Marychurch, Torquay.

Example: MILK

Bullet: KEEP "RICH"—GIVE POOR!

(Entered on "Target" Prize coupon.)

£50 PLUS RADIO SET:

Miss H. WATTS, Cliftonville, Water Lane, Costessey, Norwich.
Example: Did Dad Good
Bullet: Being "Left A Bit."

£25 PLUS RADIO SET:

A. H. HILLIER, 137, Highfield Road, Rushden.
Example: United Nation
Bullet: Meeting Crisis—Might Increases.

£20 PLUS RADIO SET:

£20: L. ROYALL, 3, Milborne Road, Ferndown.
Lesson For All—Ex-bricklayer Laying Foundation-stone.

£15 PLUS RADIO SET:

£15: A. NEIL, Varenna, Wynn Avenue, Old Colwyn.
Milk—"Supports" Baby—Milkman, Father.

£10 PLUS RADIO SET:

£10: C. COLLINGS, 46, Albert Road, Addlestone.
Things Have Changed And—We've "Got To Move."

5 of £5 PLUS RADIO SET:

G. COLLIER, 31, Wandle Road, Hackbridge.
Miss Europe—At "Crossroads"—"Selling" Poppy?

E. FERNANDOZ, 68, Brook Street, Kennington.
Lesson For All—Learnt—World, Vast "Playground."

A. MACARTHUR, 11, Essex Drive, Glasgow.
Thrifty Chap—"Turned Down" Bright Lights.

Miss G. SHARP, 5, Napier Avenue, Southend.
In Easy Street—Troubles Past—Trouble's Pastime.

R. WHALLEY, 14, Chatburn Road, Clitheroe.
Different World—No "Teeth"—All "Cogs."

15 of £2 10s. PLUS RADIO SET:

C. BARBER, 237, Coldham's Lane, Cambridge.
Britain's Policy—"Open" As Her Eyes.

W. E. BEINT, 40, Rayfield Grove, Swindon.
Heading For Goal—Lovers Choosing "The Villa."

Miss M. CROMPTON, 131-3, Victoria Avenue, Southend-on-Sea.
Heard On The Platform—Snarls—Eight-thirty "Wagging Tail."

Mrs. N. CROOKE, 129, Sandford Road, Moseley, Birmingham.
Hard To Move—Sinner, *Until* "Heavy Laden."

V. DAVIES, 16, Elm Grove, Crouch End, N.
Lesson For All—In Bookie's Bulging "Satchel."

N. J. FISHLOCK, 86, Hartley Down, Purley.
He's A Big Man, So—Chair "Protests"—Chairman Agrees.

J. HIGHET, 37, Dalrymple Drive, Irvine.
Sonny's Excuse — "Homework, Mother!" "Errands, Teacher!"

W. HITCHEN, Church Lane, Bramley, Rotherham.
New Gun—"Having One" *Creates* "Thirst."

C. W. NUNN, 9, Loxford Avenue, East Ham, E.
Choice Of Two Evils—Neighbour's Set Gets Both!

R. OSBORNE, 87 Shelley Street, Northampton.
On Mother's Birthday—Sonny's Borrowing Reminds Father!

Mrs M. PREECE, Stanford Bridge, near Worcester.
Sonny's Excuse—Masterpiece—Kept Master Peaceful.

Mrs. D. SMITHERS, Station Road, Horley, Surrey.
Women Who Work—Father Denounces, Overworking One!

Mrs. SPRING, 48, Upper Belgrave Road, Bristol.
Different World—That Changed Hers, Moon.

Mrs. G. VALLANCE, 12, Lonsdale Street, Burnley.
New Gun—Passing "Trial"—Passing "Sentence"?

Mrs. WILSON, 78, Rock Lane West, Rock Ferry.
Hard To Move—Collector, With My "Fix."

READ THESE RULES CAREFULLY.

1. The First Prize will be awarded for what, in the opinion of the judges in consultation with the Editor, is the best Bullet received, the next being other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

2. Only two attempts may be [illegible] each coupon and a postal order must be enclosed at the rate of 6d. for each coupon used, [illegible]. This must be made payable to John Bull and crossed /& Co./. Entrant's name, address and date of posting must be written [illegible] back of Postal Order, the number of which [illegible] noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry. Employees of Odhams Press Ltd. and their families are not eligible.

The original cheque for £1,000 chosen (with £6 weekly Life Pension and £1,000 Life Policy) by the First Prize-winner in Competition No. 1,000 will be displayed in the window of Messrs. Alexander and Son, Inglis Street, Inverness.

A list of 25 £1 plus Radio, 50 10s. plus Radio and 500 2s. 6d. winners in "Bullets" Competition No. 1,001, can be seen at the offices of "John Bull."

ALL WINNERS HAVE BEEN NOTIFIED.

Record Array of

100

LUXURIOUS ALL-MAINS "BURGOYNE" RADIOGRAMS

One with each prize from £1 to £200 Value £14.14s. each

First 200 PLUMP XMAS TURKEYS

To arrive for December 25

500 of 2/6 • 2,000 RED SEAL 'TARGETS' • 10,000 'TARGET' PRIZES •

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,005) Closing SAT., Nov. 9.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 1 Coupon send P.O. for 6d.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,005) Closing SAT., Nov. 9.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 2 Coupons send P.O. for 1s.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,005) Closing SAT., Nov. 9.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 3 Coupons send P.O. for 1s. 6d.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,005) Closing SAT., Nov. 9.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 4 Coupons send P.O. for 2s.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,005) Closing SAT., Nov. 9.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 5 Coupons send P.O. for 2s. 6d.

Signed .....

Address .....

ENCLOSE THIS COUPON FOR FREE "BULLETS" AID

Affix 1½d. Stamp here

Affix 1½d. Stamp here

Please register me for six weeks' free supply of "Bullets Bulletin" and Crossword Gazette. I have affixed 3d. in stamps to this coupon for postage.

Name .....

Address .....

.....

If you wish to use Advertiser's coupons on back, you can apply for your free issues of "Bullets" Bulletin or enter further "Bullets" on plain paper.

ENCLOSE THIS £1 BONUS CERTIFICATE

With 5 entry-fee or prize coupons for "Bullets" No. 1,005, all bearing same name and address

HOW TO SECURE YOUR BONUS

Provided that in "BULLETS" Competition No. 1005 "JOHN BULL" receives from you in a single envelope not fewer than five entry-fee or prize coupons all bearing same name and address, accompanied by one £1 Bonus Certificate similarly completed, any one Christmas Hamper, Turkey, Fowl or Christmas Cake which you win in "BULLETS" Contests Nos. 1005, 1006, 1007 or 1008 will be accompanied by a Christmas Bonus of £1 Cash.

Entrant may submit two £1 Bonus Certificates provided each is accompanied by the necessary five coupons, thus entitling him to a maximum of two £1 Bonuses if he secures two Christmas Prizes. Not more than two Bonuses payable to any one competitor. No Bonus can be paid unless above conditions have been observed, so REMEMBER TO ENCLOSE YOUR CERTIFICATE if you want to be eligible.

£1 XMAS BONUS CERTIFICATE

TO BE COMPLETED AND ENCLOSED WITH 5 OR MORE ENTRY-FEE OR PRIZE COUPONS FOR "BULLETS" No. 1005.

I hereby certify that I am entitled to a £1 XMAS CASH BONUS with any Hamper, Turkey, Fowl or Christmas Cake I win in "Bullets" Nos. 1005, 1006, 1007 or 1008, having enclosed with this Certificate the necessary 5 coupons as above

Signed .....

Address .....

.....

NEWSAGENTS' PRIZES.—Cheques for £10, £3 and £2 respectively will be paid to the newsagents from whom the winners of the three chief prizes in "Bullets" No. 1,005 usually purchase their copy of "John Bull."

Address Entry: "Bullets" No. 1,005, "John Bull," Long Acre, London, W.C.2. (Comp.)

ALMOND OIL ZEE-KOL TOILET SOAP

Beautiful and Talented Woman's Evidence that it

CREATES BEAUTY & PRESERVES BEAUTY

A revelation in transforming the worst skin in three nights into a most beautiful satiny and peach-like complexion.

Never before has a soap of this description been given to the public. It is made of the purest oils.

This is the wholesale price of the material used in most of the advertised soaps. Compare this price to Almond Oil, which is 5/6 per lb., and which is used in Zee-Kol Almond Oil Soap.

PALM OIL
costs 4d. per lb.

ALMOND OIL
costs 5/6 per lb.

Now it is easily seen why Zee-Kol Almond Oil Soap is the most expensive to make as it is very rare to get Almond Oil in a soap at all. The price of Almond Oil will prove to everyone that there is no soap in the world so marvellous as Zee-Kol Almond Oil Soap.

JACK: You are really the most glorious creature under the sun, Neda, and I am not the only one that thinks so. All the evening people have been gazing up at our box looking at you.
NEDA: You are most ridiculous, you know I am no longer young. Many think I am only 26, but I shall be 44 next month. I study the soap I use. All my life I have only used cream to cleanse my face. The ordinary soap has a lot of soda, so I found a marvellous soap called Zee-Kol Almond Oil Soap, and it is perfect for my skin. It is composed of Almond Oil, and I should advise you, Jack, to use it yourself. It is not 5/- a tablet—only 6d., and has a most delightful perfume, and this is the secret of my perfect complexion that you admire so much.

It has taken years to know how to blend the oils in this soap, because it is not like other soaps to-day, which are only ordinary soaps. Its oils are a marvellous tonic to the skin. Blended with the most exquisite perfumes, ALMOND OIL has been chosen for this Zee-Kol Super-Toilet Soap. It contains the purest and the most natural oil for the skin. When washing the natural oil is replaced and the skin keeps firm, smooth and beautiful. No ordinary soap can do what Zee-Kol ALMOND Oil Soap does, yet it is sold everywhere to-day at half its former price—6d. instead of 1/-. Zee-Kol Almond Oil Soap is a perfect Shampoo. All dandruff disappears and the hair shines with health.

1/- LARGE TABLET NOW 6d.

Obtainable from all Chemists and stores, or direct from
SHAVEX ZEE-KOL CO., LTD. (Dept. S14), 40, Blenheim Road, Upper Holloway, N.19.

NO SHAVEX NO SOAP REVOLUTION IN SHAVING NO BRUSH

Millions are now using SHAVEX all over the World. Beware of imitations

THROW AWAY YOUR SOAP AND BRUSH AND USE THE UP-TO-DATE METHOD OF SHAVING
which takes a quarter of the time.

WE GUARANTEE THAT ONE CAN HAVE A PERFECT SHAVE IN TWO MINUTES WITH SHAVEX

SHAVEX is without doubt the most perfect way of Shaving that man can desire. What is more simple than just wetting the Beard and smearing on a little Shavex—and then a perfect shave! Shavex contains Almond Oil, which is a fine skin food for the face. You shave in a quarter of the time that is taken by any other method, and you rub the rest of the Shavex into the skin—this takes away the wrinkles and keeps the face in a perfect condition.

ASK YOUR CHEMIST WHEN ASKING FOR SHAVEX for a "Shavex" Super Blade. We guarantee it to be the longest lived blade in the world. It is a miracle of sharpness and the smoothest that one can use on the face. Made of Chrome Steel, and honed by our secret process. Money back if disappointed, and postage. These marvellous SHAVEX Blades are now 2d. instead of 4d.

SHAVEX
is sold everywhere in
6d., 1/- & 1/6 TUBES & 1/6 POTS.

The Shavex Cream makes the bristles of the beard stand up, when they are easily shaved with the razor. The ordinary creams and soaps flatten the beard and so it is impossible to get the perfect shave. If grass is lying down it is more difficult for the mower to cut than if it is standing up. It is the same with the beard and Shavex. SHAVEX gets between all the hairs and forces the beard to stand up, and one can cut it so easily and get a perfect shave.

WIFE: "Come on, George! I have been ready waiting the last half-hour, and Albert has been ready for more than 20 minutes. I cannot understand why it takes such a long time every morning for you to shave!"

ALBERT: "If he would only use SHAVEX he would be ready at the same time as I am. He would shave in a quarter of the time, and his face would not look scraped as it always does with using soap and brush. SHAVEX is a Skin Food, and it keeps the face soft and firm."

GEORGE: "You are perfectly right, Albert! I must give up these old-fashioned ideas of using soap and brush. I shall start using SHAVEX like everybody else does. I suppose it is only habit that has made me keep on with soap and brush."

ALBERT: "Come on, old fellow! Finish your shave with SHAVEX and you will feel as fresh as a daisy, and you will never go back to soap and brush."

WIFE: "Thank heaven, he sees reason at last."

SEND THIS COUPON TO-DAY
For FREE Sample Tube of SHAVEX
Cut out this Coupon, attach it to a piece of paper on which your name and address are written plainly and send with a 2d. Stamp to the Shavex Zee-Kol Co., Ltd. (Dept. R.11), 40, Blenheim Road, Upper Holloway, London, N. 19.

SPA-SEL SALTS

The Regenerator of the Human Body

SPA-SEL is one of the most perfect SALTS that can be taken to purify the Blood, cleanse the kidneys, tone up the liver and keep the stomach in a perfect condition. All acids are eliminated and no one can have Rheumatism, Arthritis, etc., with Spa-sel. All Toxine Poisoning is washed away from the system. It is the most perfect remedy ever known and the result is RADIANT HEALTH and the Skin looking perfect.

To keep young, and keep old age at bay, there is nothing more wonderful than Spa-sel Salts. Keep a good figure and take away pain at the heart by taking Spa-sel Salts.

In Bottles at 9D. and 1/6

Post free from the:—
SHAVEX ZEE-KOL CO., LTD. (Dept. A.3), 40, Blenheim Road, Upper Holloway, N.19

AT THE FILM STUDIO

Leading Actor: What a lovely creature Vera Harley is. I have never seen such a beautiful girl in a film studio.

Actress Friend: I know her very well John. She has wonderful brains and personality but she could never get leading parts in films before, because her figure was very stout. Three months ago she started taking Spa-sel Salts and got as slim as she is now, and the phosphates in the salts purified her blood and made her complexion very beautiful. She takes a small spoonful every morning, and she says she feels as though she could float through the air as Spa-sel Salts have made her feel so wonderful and given her this beautiful figure. She lost three stone.

Leading Actor: Well it will be a great pleasure to me to play with her in this play. She is very lovely.

ECZEMA.
"I suffered from Eczema all over my face and body. I applied Zee-Kol and in three days the Eczema had gone."

VARICOSE AND OTHER ULCERS.
"For years I could not walk with Ulcerated Leg. Zee-Kol cured it in a week."

ABSCESSES.
Zee-Kol instantly draws out all inflammation and the abscess is healed in twenty-four hours.

ERYSIPELAS.
This alarming skin affection will disappear in a few days with Zee-Kol applied night and morning. Its effect is marvellous.

CORNS.
The worst corns will soon disappear if Zee-Kol is applied to them night and morning.

SKIN DISEASES

Disappear in a Night

WE HAVE A ROOM FULL OF TESTIMONIALS.

Many may promise a wonderful cure but there is nothing like Zee-Kol. Beware of Imitations.

ZEE-KOL is, without doubt, the most wonderful skin remedy of all time. The cruellest Skin Diseases, such as Ulcers, Eczema, Abscesses, Erysipelas, etc., are rapidly and completely banished, and Pimples, Blackheads, Boils, Rashes, etc., disappear like magic. Never was known any remedy like Zee-Kol. Where it touches, the skin takes on a finer and healthier glow. It destroys everything unhealthy to the skin. No skin disease can resist it. Forget it being a Patent Medicine. This is the only way we have of letting the world know of Zee-Kol's marvellous power of skin healing. We are supplying some of the big Skin Hospitals, for there is nothing in the world to compare with Zee-Kol. Do not hesitate. Go straight to your chemist and get a box of Zee-Kol and rest absolutely assured that your skin troubles will speedily be banished. Zee-Kol cures, in record time, Eczema, all kinds of Ulcers, Hæmorrhoids, Chilblains, Bad Legs, Severe Burns, etc.

BURNS.
Zee-Kol takes all pain away and no blister will form.

BOILS, ETC.
Boils cannot resist the wonderful healing properties of Zee-Kol and in two days they disappear.

PIMPLES AND BLACKHEADS.
"I always had Blackheads and Pimples. Zee-Kol cured them in a night—they vanished."

LUMBAGO, STIFF JOINTS, ETC.
Splendid for Stiff Joints, rubbed in gently by the fire, and for Rheumatism.

ZEE-KOL
The Wonder Skin Remedy

4 FREE GIFTS COUPON
For sample of ZEE-KOL Ointment and Pills send 2d. stamp for postage. If sample of ZEE-KOL Medicated Soap and Doge Face Cream are also desired, send 4d. for postage and packing. Write to the **Shavex Zee-Kol Co., Ltd. (Dept. Z.K.18), 40, Blenheim Road, London, N.19.** At all chemists: Zee-Kol Ointment at 1/3, or a large tin 3/-.

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